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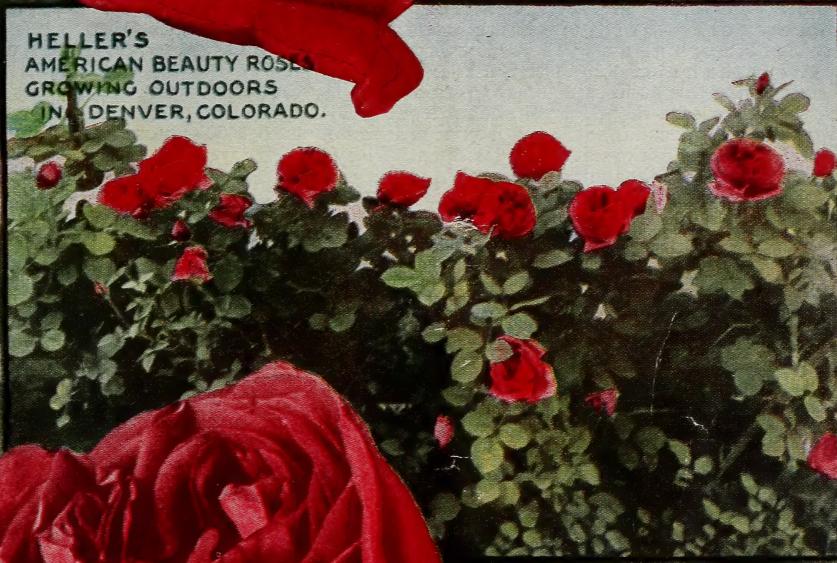


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1911

# The Roses of New Castle

HELLER'S  
AMERICAN BEAUTY ROSES  
GROWING OUTDOORS  
IN DENVER, COLORADO.



AMERICAN  
BEAUTY  
ROSES

SEE PAGE 14

HELLER  
BROTHERS  
COMPANY  
AMERICAN BEAUTY  
SPECIALISTS

NEW CASTLE, INDIANA.

# Wonderful Offerings in The Roses

## of New Castle

**Y**OU love Roses—everybody does. They add more joy to the daily life than anything else in the world. You want to grow them, but are timid about making a start—afraid you do not know the right varieties to select—afraid you cannot succeed in making them grow—afraid you won't get your money's worth—afraid the money may not reach us—fifty reasons there are why you are not growing our Roses. No matter the day's trials and the discouragements that come to rich and poor alike, we want to tell you that a few "Roses of New Castle" will lighten your load as nothing else will. We want you to start NOW. That is what this book is for. These groups or collections represent a life-time's experience—what we consider the best of all Roses. All are hardy, strong growing and will bloom profusely this year, yielding hundreds of flowers. You cannot fail in growing them successfully—just follow the simple instructions on page 15. Our reputation as the largest and best growers of Roses in the world stands back of them. They are not cheap Roses, but our famous, ready-to-plant kind—especially prepared for setting out during April, May and June.

We guarantee them to reach you in first-class condition and to be satisfactory to you or the money you paid for them will be refunded upon demand. You run absolutely no risk whatever. Send money by post-office or express money order, bank check or draft, or by registered mail. Sent in any of these ways we assume all risk of it reaching us. We prepay express charges to all points, no matter where you live in the United States or Canada.

Before laying this book aside make up an order. If you do not want the plants sent at once we will reserve them for you, but order NOW. If you want to open an account with us we will gladly accommodate you if your order amounts to \$5.00 or more. Simply send us bank reference. Your credit is good with us. This is YOUR year to start a Rose garden. We have grown these magnificent Rose plants for you, and hope that your order will reach us early while our stock is complete.

### HELLER BROTHERS COMPANY

New Castle Rose Company

NEW CASTLE, INDIANA

The World's Leading Growers of High-Grade Roses

### Robert Heller Group

(See color plate of Robert Heller Rose opposite)

**\$1.25** buys this magnificent Collection of Roses in our famous special-size plants, with all shipping charges prepaid. Bought separately they are worth and will cost **\$2.00**  
**\$3.50** Buys the complete Collection in our extra-large two- and three-year-old plants, with all shipping charges prepaid. Separately they would cost **\$4.75**

**ROBERT HELLER.** Hybrid Tea. The most brilliant and beautifully formed yellow Rose ever introduced. Vigorous and thrifty, it is never out of bloom all summer.

**GOLDEN GATE.** The White House Rose. Everblooming Tea. A rich, creamy White Rose of exquisite form.

**LA FRANCE.** Hybrid Tea. Silvery pink tinged with crimson, with large buds of handsome form. Hardy everywhere and constantly in bloom.

**ETOILE DE FRANCE, or CRIMSON MAMAN COCHET.** Hybrid Tea. Rich, deep, velvety crimson; of exquisite fragrance.

**THE BRIDE.** Everblooming Tea. The most satisfactory of all white Roses. Absolutely hardy and constantly in bloom.

**F CLIMBING CLOTHILDE SOUPERT.** Vigorous in growth, attaining a size of 10 to 20 feet the first year; bearing great masses of double flowers, pink in the center and ivory white on edges. Always in bloom.

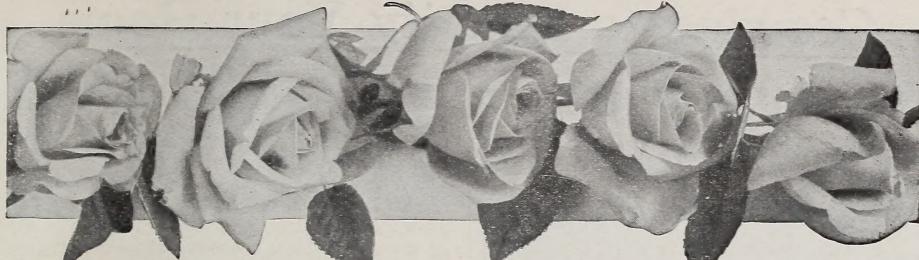
**F PINK MAMAN COCHET.** Hardy Everblooming Tea. One of the very best of all Tea Roses, growing in any soil.

**QUEEN'S SCARLET.** Bourbon. A brilliant, rich, velvety scarlet rose, always blooming. Hardy and a great favorite of ours.

**MRS. DUDLEY CROSS.** Everblooming Tea. Exquisite rosy yellow. Magnificent for open ground. Constantly in bloom.

**F WHITE KILLARNEY.** Hybrid Tea. A new and magnificent white form of the famous pink Killarney Rose.

Price on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20 c. each; extra-heavy, 2- and 3-yr.-old plants 50c. each. ALL ON OWN ROOTS. Varieties marked with a ♀ in strong, lusty, 4-yr.-old plants, 75c. ea. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.



# The Roses of New Castle

And Many Other Superb Flowering Plants, Vines, Shrubs,  
Bulbs and House Plants. Grown and Offered by

**HELLER BROTHERS COMPANY**

NEW CASTLE ROSE COMPANY

NEW CASTLE, INDIANA

## A BOOK WITH A MISSION

### To Our Friends:

THIS book, "The Roses of New Castle," containing not the lengthiest but, beyond a question of doubt, the most comprehensive list of Roses **on their own roots** in all the wide world, and grown in the best soil in the world, is sent to you on a two-fold mission—that of arousing your interest in Rose- and plant-growing and to show you what it might mean to have a few Roses in the home yard or garden and vines clambering over the porch.

How essential to the brightening of your home surroundings flowers are, and how easy it is to secure them. And we want you to make a start, at least, in a work that you will find, for the money invested, which may be trifling indeed, will give you more genuine pleasure than any investment you have ever made, no matter what the character of it may be.

A man's home is his castle, and anything that brings light and good cheer into it is of unquestioned benefit from a thousand points of view.

Flowers growing around the home are no longer a luxury; they are a positive necessity and we, in America, could well emulate the example of the peasant poor in the older countries, for no matter where one goes, he finds the houses and the cottages, humble though they may be, bowers of beauty; and who will say that these homes, with the incentive back of their flower-bejeweled surroundings, are not the better off. Who knows but many a heavy load of sorrow has been lightened by the presence of these flowers that yield their beauty in glorious abundance for rich and poor alike.

The mission of this book also is to get your attention, your interest aroused, and to have you start, no matter how modestly, some flowers around the home. You may say your soil is not good enough, or that you may live too far from New Castle, Indiana; but to all such excuses our answer is, Try It!

You run no risk, for if you have ordinary garden soil, you will succeed; and, no matter where you live in the United States, we guarantee that the goods must reach you in absolutely first-class condition and be satisfactory to you or your money will be refunded immediately upon demand. Surely nothing could be fairer.

**Order early to-day or to-night**, as the case may be, and whether you send the money or not, at least send your order for reservation and we will do the rest. May we not be favored?

A reference to the order covering the Roses which brought forth the gratifying letter on the opposite page, shows that Mr. Moore received only our first-size, larger-size and two-year-old plants. We offer his letter as the highest possible endorsement of our Roses we could receive, and convincing proof that our plants, no matter how small, give unbounded satisfaction.

# Signs of The Times---Start Something

## Growing to Beautify Your Home

**T**HREE is a nation-wide movement towards flower-growing in the home, which finds its greatest reflection in the press of to-day. Nearly every newspaper, both local and national, from time



Heller's Roses growing in the home yard of Mr. Richard A. Smith, Denver, Colorado.

to time comments upon the exodus back to the country and to Nature.

No matter in what part of the country we go, the tendency to have one's yard and home a bower of beauty is more apparent than ever before. There was a time when Roses sold at extremely high prices and were difficult to secure, so they were planted by the few.

To-day, with a great Rose-producing concern like ours, the masses are buying Roses, for there is nothing that adds more, dollar for dollar, to the attraction of one's home surroundings than the presence of growing and blooming flowers. In them the tired business man finds solace and the busy housewife brings to them a degree of intuitive care that the professional grower envies.

Even the children of the home are interested in them, and surely there is no form of investment that would be more elevating, refining and lasting than a few Roses and miscellaneous flowering plants, which

can be brought to your doors from our establishment in the same condition as if you were our next-door neighbor. So much for the perfection of a great, modern plant-growing institution such as ours.

**No matter where you live, North, East, South or West, we reach you at the minimum of distance, because, geographically we are within a short distance of the center of population of the United States. Nature has given us the finest Rose soil in the world. It will be found in no other section than here in the immediate vicinity of New Castle.**

Without the blare of trumpets or false acclaim, the fertility and growing power of this soil has made the Roses of New Castle famous, not only throughout the United States, but in every known country of the earth, where our Roses will be found growing to-day in all their gorgeous beauty.

**Roses are a comfort—not a burden.** Once planted, they need no new parts. They increase in value each succeeding day. They require no technical knowledge to grow them to perfection. They bloom in amazing profusion for rich and poor alike.

Why, if the average person only knew how comparatively easy it is to grow our Roses and have beautiful flowers in abundance throughout the entire growing season, they would, at least, make a beginning.

If you will stop and ask yourself what is there in which you can invest \$5.00, \$10.00 or \$25.00 that will give you a greater return than anything else you could buy, not to speak of the enhanced value of your property, and the pleasure that every member of the family will derive from them, the answer will come quick and fast—"Roses and flowering plants and vines," and now, this year—indeed, to-day—is the time for you to make a beginning.

Unlike any other form of improvement or pleasure, money invested in Roses, plants and vines increases in value.

**Once planted they require but little care and are practically permanent. They need no repairs and they do not go out of style.**

They are not a luxury, but in every well-ordered home, they are a necessity. The writer, for instance, got more joy and comfort from the shade afforded by four moonflowers (cost fifty cents—see page 83) last

# HELLER BROS. CO., NEWCASTLE, IND.

summer than fifty dollars' worth of awnings could have given.

If a personal representative of this business were to call on you, the reader, there would be no difficulty about our adding you to our list of patrons.

The reason that you postpone this most enjoyable feature of your everyday life is that we do not strike you at the psychological moment when you will sit down for the purpose of making up an order, of mailing the order and disposing of it just the same as you would in going to your local store and purchasing the ordinary commodities of everyday use.

If you will but stop and give us fifteen minutes of your time, you will have months of pleasure. You will not have to wait until next year as your plants will bloom for you this year, and will keep on rewarding you year after year, growing just the same as the trees and producing an abundance of Roses.

You will understand then why it is that over 100,000 persons are devoting fifteen minutes of their time to this same work, and you will become one of the great army of buyers of the famous Roses of New Castle.

Will you give us the time? The great majority of our old customers make up their orders in the early winter and sent them so that we can reserve the plants for them, and if any changes are desired they can be made at any time. The plants will not be shipped until the proper planting season, unless we are instructed to the contrary. The process is exceedingly simple.

If you do not wish to send the money with the order, simply send the order, tell us to book it for you to be sent at the proper planting season, and that you will send the money later on, as you may perhaps want to make some changes. Seal the envelope, place a stamp on it and your goods are secured.

You do not have to have a scientific knowledge of Roses to make your selection of varieties, for even we, who are professional growers and who have made a life-study of this business, find the greatest pleasure in setting out varieties selected at random. Each and every variety we find makes a brave show, and is not to be outdone by any particular favorites.

Of course, a variety combining so many rare qualities as our famous Jeannette Heller Rose is undoubtedly the most satisfactory of all Roses. Many varieties are made popular by the decrees of fashion,

and there is many a Rose that has been "born to blush unseen and waste its sweetness on the desert air" because, like persons, it has not had the good fortune to be thrust into the limelight; but its good qualities are just as inherent in it as its more favored sister that has had the advantage of greater publicity.



Heller's Roses growing in the home yard of Mrs. W. L. McCarty, Shelbyville, Indiana, who inscribed on the photograph she sent us, "Roses growing in my back yard—bought of Heller Bros. Co. They are the pride of Shelbyville. Roses can be grown in Indiana as well as in California."

Start Something Make a start. Your neighbors will soon follow your example. Your order, no matter the amount, will be looked after carefully. If you put this book aside now your opportunity is gone. Make up an order NOW! We will ship it when the proper planting time comes. You can make any changes you want to before shipment is made. With or without remittances send your order in to-day. When the flowers begin to unfold themselves in all their loveliness you will thank us for being so insistent and so urgent. We know. We have been observing these things since 1874. Lest you forget—order to-day! NOW!

NOTE. Please bear in mind that when our big shipping season is on it is impossible to keep up with our correspondence and orders. We ask our friends to be as indulgent as possible. In order to expedite correspondence, when you write us about anything please enclose a stamped envelope or post-card with your name and address written plainly. This will help us give you a prompt reply.

# THE ROSES OF NEW CASTLE

## The Business Side of It

**T**HREE is no business so fraught with sentiment or that has the peculiar lasting fascination as this business of Rose-growing. We have been at it all our lives, and the passing years do not dim our enthusiasm. In that lies the intense fascination that it has for us. It has its fascination more pronounced for those with whom we deal.

There is a close and friendly relation between ourselves and our patrons that one does not find in any

**Our Patrons are Our Friends** other business. Our friends and patrons are not to us the same as if we were selling steam engines, refrigerators, pig iron, coal and other inanimate commodities; but there is a business side to it all and we want to have a friendly, frank chat with the army of Heller Brothers' patrons, all of whom we are proud to call our friends.

We have always thought it a waste of valuable space to devote page after page, as is customary in

**This is "Under the Rose"** the majority of catalogues, to uninteresting pictures of buildings, fields, greenhouses, office-views, and such like, with endless data showing the extent of one's business. The pictures, as a rule, are obscure and the figures dull reading; neither gives a tangible reason why you should buy the goods offered.

We want to give here a few brief, concrete facts why you should buy our goods.

**Let us Reason Together** We want to reason together, and even though it may not be necessary to offer arguments, it will do no harm to give some views on this business of Rose-growing that is not usually found in published catalogues.

Rose-growers everywhere, professional and amateur alike, agree that here in New Castle is the greatest

**Roses with Character** Rose-growing soil in America.

**The soil in which a Rose grows before it comes to you is its certificate of character.** Poor soil means a poor Rose; good soil means a good Rose. We are blessed in having this first great

natural requisite of successful Rose-growing. Perhaps that is the reason for the success of this business.

We have built an immense business here and have just finished, during this past year, a new and, per-

**Our New Greenhouses** haps, the most modern Rose-growing greenhouse plant in the world. It is even a revelation to our neighbors here in this Rose City, who have become more or less used to seeing rather unusual progress in the way of growing Roses.

But all this immense area of glass and our wide acres of magnificent Rose plantation, a perfect gold

**Old-Fashioned Honesty** mine of soil conditions, such as we have, avails nothing so far as **you, the buyer of our goods.** is concerned without a requisite that is not peculiar to any section of the country and which is not manufactured by human hands—**old-fashioned business honesty,**

Without integrity in our business, our business is a failure. We strive with all the intensity in us to

**Business Integrity** impress upon our people in all departments of this business that the man or woman in California, or the most remote point, who sends us an order, with the money in the order, shows an amount of confidence in our honesty that is worthy of the highest possible return in goods. Our idea is that man's or woman's order should be filled even more scrupulously careful than the order of one who is able to call here and select their own goods. We make mistakes. We are but human beings, but we make very few when it is considered that we handle over a million plants annually and do it within a period of practically two months.

Then, again, all this glass and the original fertility of our soil avails nothing without the highest

**Skill in Production** skill in the production. We pay our employes the highest wages and we insist upon getting the highest degree of intelligent effort. No business can succeed or long continue on any other basis.

THE BUSINESS SIDE OF IT—Continued

If a man is known by the company he keeps, so is a Rose known by the roots—and not the tops—it

**A Rose and its Roots makes.** Always remember that. Without strong, lusty

roots a Rose is handicapped from the very beginning and is forever doomed. Now every grower cannot impart a strong root-action to every Rose. Good soil, skill and knowledge and, above all, everlasting vigilance night and day during the growing period is absolutely essential.

Then here is the rub! Supposing you are a dealer and have but a limited amount of glass under which

**Small Pots vs. Large ones** to grow your Roses. What will you do to make your place productive?

The temptation will be strong to plant your Roses in the smallest-size pots that will maintain life, and in this way you will greatly increase your capacity. When the parent plants, from branches of which cuttings are taken to produce your young roses, are set out in the benches, you will most likely set them five inches apart instead of twelve inches to fifteen inches apart as you should plant them in order to give them that vigor of root-action necessary to produce healthy wood and healthy offspring. You can well afford,

with this economy in space, to sell your Roses at a price that, to the uninitiated, seems very low and exceedingly attractive as compared to, say, our prices. **You will get trade for a while, but not long.** Your Roses are weak-rooted. They can't make good, and your customer, after a few trials, will give up the idea of planting Roses because he will say he doesn't seem to have any luck in growing them.

There is no such thing as luck in growing Roses if you plant the right kind of

Roses. In fact, to have a Rose die, if you have planted it according to the simple instructions given in this book, ought to be the exception rather than the rule.

If ever you have a chance to go through a modern, up-to-date greenhouse plant devoted to the growing

**Roses Grown for Bloom** of Roses for their flowers only, just note how far apart the plants are set in the benches. The man who runs the place makes his living by growing only the finest blooms and he takes no chances of failure. He sets his plants from twelve inches to fifteen inches apart, but in many cases when the grower grows Rose plants for sale to amateur planters he plants them five inches apart



Heller's Roses growing at the home of Mr. and Mrs. Arthur E. Nelson, Easton, Pennsylvania. Can you imagine any greater returns for the money invested than this? You can have the same.

# THE ROSES OF NEW CASTLE

## THE BUSINESS SIDE OF IT—Continued

and the amateur takes the chances. It is all a common-sense performance. The farther apart the Rose bushes are set, the greater room there is for the strong root development absolutely necessary to produce perfect flowers, and the closer the plants are **jammed together** the more plants he has for sale.

The same theory is true in the making of cuttings that go to start the original plant into the world.

**How a Rose is Born** All Roses on their own roots (and they are the best) are

grown from cuttings or branches of the parent plant. There are two ways of making cuttings. One is to take cuttings with a single eye or branch, and this single branch perpetuates the plant. The other way is to make a cutting with two eyes or branches from which it makes other branches; but, in order to make the parent plant pay a high percentage, growers cannot resist the temptation frequently of making ten one-eyed cuttings from a plant when they should make only five two-eyed cuttings. **The result is they have ten**

**plants instead of five;** so, if they sell the ten plants at 10c. each, they have more

money than we would have from our plants made from two-eyed cuttings at 15c. each. **They would have 25 per cent more**, while our price would seem higher; but, as a matter of fact our prices would be lower because our plants would actually be worth not only twice as much as the weak,

one-eyed-cutting plant, but they would be stronger and more vigorous; so do not be misled in this matter of price.

If you deal with a firm with a reputation to sustain, you can depend upon it that they are asking prices for their goods commensurate with the value of the goods.

As a rule, no matter what we buy, we usually get just about what we pay for.

We grow the best Roses in America and so we ought to. That has been a life-long

**We Stand Behind Them** business with us and it will continue to be our life's business.

We do not propose to take any chances with our reputation for the best goods that can be grown, and we want to impress upon all our friends, both old and new, that we do business on a close margin of profit because we can afford to by doing an immense volume of it. We want, also, to impress upon them that we do business under a guarantee that is plain and easily understood. Read it.

No matter where you live, we guarantee to deliver goods to you in first-class condition, to

**Guarantee Means Something** satisfy you or to return your money immediately upon demand.

You will, perhaps, not find elsewhere a similar guarantee but you will find different kinds of guarantees just like you will find different kinds of Rose prices; but this guarantee of ours means just what it says. **Hold us to it!**

## Delays in Shipping and their Causes

As this is written we are just completing a building extension that gives us the most completely equipped Rose and plant growing establishment in America. A monster range of mammoth greenhouses, each 35x300 feet—a veritable city under glass—with a producing capacity of over one million plants annually. New packing sheds and offices, covering nearly an acre of ground, railroad sidings running directly into our plant, have all added enormously to our facilities to handle our immense trade. The accomplishment of all this has been a stupendous task, but happily it is finished. While cordially inviting all our

patrons to visit us we crave indulgence if, at times, there have been delays in handling their orders. It will not happen again. This added equipment, a splendid working force and a personal interest in each and every order received, is your guarantee against delays. During the height of the shipping season it is impossible to ship the thousands of orders on hand without a slight delay; but often these delays are providential, because there are more failures from too early planting than all other causes combined. If you will but trust us to ship at the proper time, we guarantee you will be pleased with the results.

## The Last Word in Quality Quantity and Service

LAST year the demand for plants, particularly Roses (*our one great specialty*), could not be met. Our stock was large but not large enough. As a result there were a great many disappointments.

Quite a few of our friends could not understand, and some of them would not understand, that once the supply is exhausted, we have no means of replenishing until the following year. We were overwhelmed with orders. Towards the close of the season some of the stock was not as good as it should have been.

Immediately when our season closed, we determined to remedy this condition for all time, and at once purchased twenty acres of additional Rose plantation, and also erected what is perhaps the finest equipped Rose-growing plant in America—a modern range of monster greenhouses, each 35x300 feet, which gives an added annual producing capacity of nearly one million growing plants!

**And we have them** here in all sizes and classes—by far the greatest collection of Roses on this continent.

Perhaps you will not be interested in a technical description of this veritable city of glass, with its wonderful system of heating, high-power electric pumps for the proper watering of the plants, the great power plant, the clearest and largest lights of glass that have ever been used in greenhouse construction, and which admit every possible ray of sunshine, the marvelous system of ventilation that gives a young plant fresh air (which is just as essential to its health as it is to ours and yours), miles of concrete, insect-proof tables or benches on which these plants are grown, and a thousand other devices for growing the most-perfect Roses at the minimum cost of production.

All have been employed as the result of a lifetime of experience and knowledge of this business of Rose-growing. No other plant in America will compare to this new institution of ours, and no other can compare with us in the quality of the stock we sell by reason of the perfection of our equipment.

Here underneath this great sheet of glass we convert the bitterest winter days into gentle spring atmosphere, and the growing conditions are so perfect that our plants, which we have prepared for you, have thriven in this wonderful New Castle soil so luxuriantly as positively to put them in a class superior to any we have ever seen.

It is but natural that we should be enthusiastic as to the glorious success we know that they will be when you plant them in your home yard.

**With new packing sheds that cover an acre of ground, and a new and efficient organization of employes, we can promise you a service that can only be excelled by superior equipment and organization, which we believe is not possible of attainment at this time.**

We have exhausted all known modern ingenuity to perfect our system of production, and this new addition, surrounded as it is with its broad acres of perfect Rose-growing soil is, we believe, **the last word in perfect Rose-growing in America.**

It has been a herculean task to finish and stock this equipment, **but it is finished and full to overflowing with sufficient stock to meet many times the demand that we have had heretofore.** We expect a large increase in our trade and are prepared for it.

It will be noticed that, as a result of this added capacity, *as the output has increased the cost of production has decreased, and we are giving you the benefit of lower prices and at the same time a higher grade of goods and better service.*

We believe that we are right in not only expecting an increase in trade, but we deserve a more extensive patronage because we are prepared to take care of it.

**Again we want to emphasize the importance of having your goods reserved early, for we do not know what the demand will be; but we do know that those who send us their orders early will have the goods reserved for them until the proper planting season arrives.**

# THE ROSES OF NEW CASTLE

## How to Order The Roses of New Castle

### Order Early

We wish to impress this strongly upon our friends. In such a business as ours it is almost impossible to provide for the enormous demand for our Roses. Therefore it will be greatly to your advantage to send in your orders as soon as you receive this book. By doing so you will have the advantage of first choice, and we will carefully reserve your plants for shipping when desired.

### Club Orders

A very good way to order Roses is in the form of clubs—that is, a few neighbors or friends join in making up their orders. By this means each gets the advantage of the quantity prices, and we will be glad to reward the one who gets up the club. Write us for details of this plan.

### Agents Wanted

We will be glad to hear from those who would like to act as Agents for the sale of our goods, and will make most liberal terms. Write us for particulars.

### Send Cash With Order

We open accounts only when satisfactory bank reference is furnished. Goods will be shipped C. O. D. if desired if one-third of the purchase price is included with the order.

To avoid loss, remit by postoffice or

express money order, bank draft, or registered letter. Sent in any of these ways money is at our risk. Do not send stamps—silver by registered mail is a much better way.

### Canadian Customers

Canadian laws prohibit sending dormant Roses or shrubs into Canada except from March 15 to May 15, and from October 7 to December 7, through the following custom ports, where they will be fumigated: St. John N. B.; St. Johns, Quebec, Niagara Falls and Windsor, Ontario; Winnipeg, Manitoba. All other goods, including our pot-grown Roses grown under glass, are admitted at any time. Canadian patrons can remit by international money order, bank draft or registered letter.

### Foreign Orders

Ten per cent extra should be added to orders going outside of the United States or its colonial possessions, to pay extra cost of packing and postage. To countries with which we have a parcel post, goods can be sent by mail. They also can be sent by express, but the party ordering must give the name and address of some one in New York who will receive the goods, prepay the ocean charges and forward them. We pack lightly and safely and the charges, even to the most distant points, are very reasonable.

American people love Roses—love to grow them.

They have learned to know Roses, to know what a good Rose is.

Learned that a Rose grown on its own roots is far superior to the grafted and budded plants sold by Nursery agents.

Learned to know that Roses sold by Department stores, usually Holland-grown Roses that are not worth carrying home, are a delusion and a snare. No one is responsible, neither the store that sells them nor the man in Holland, over 3,000 miles away, who sold them to the storekeeper.

Our people have learned that it is a libel on the fairest of flowers to call the little "slips" and "thumb pots" Rose plants. Right here we wish to state emphatically that we have never attempted to compete nor do we intend to with low prices and cheap inferior Roses. Heller Brothers' Roses have a world-wide reputation.

Not only do we SAY that we grow the best Roses in America but WE DO grow them. Our prices are low, the quality of the goods considered.

Our experience has been that cheap goods are dear at any price.

Nothing you can buy is so important to its success as quality in Rose plants.

Their whole future depends on how we grow them.

All our Roses are pot-grown and the best Roses for the amateur planter.

We take all the risk in bringing them into first-class condition.

We guarantee that they must be satisfactory to you when they reach you or the money paid for them will be cheerfully refunded.

## How to Grow the Roses of New Castle

### When to Plant

Our Roses are invariably pot-grown and can be planted at any time during the year when the ground can be dug; but the best time to plant, to use a homely comparison, is right after corn-planting time or after all danger of frost is past. Select, if possible the most sheltered and sunny location for planting, not too close to large trees.

### Unpacking Plants

When the plants are received, soak the roots in lukewarm water or thin mud for an hour or so before planting, and when they are set in the ground firm the soil well around them and protect from the direct rays of the sun for a few days with newspapers or similar material. Water thoroughly after you have planted them. Then do not water again until the ground becomes dry. If you have a dry season, moderate watering from time to time will prove beneficial, but do not keep the ground soaked all the time.

### Preparation of Soil

Ordinary good garden soil will grow Roses to perfection. Well-rotted sod soil is still better, to which can be added about one-quarter well-rotted cow manure or stable manure. If you cannot secure that, then use our Walker's Plant Food, which, as a manufactured fertilizer, cannot be improved upon. Price 30c., 50c., 75c., postpaid, and in five-pound lots, \$1.50 by express.

### How to Plant

Spade the soil to a depth of about twelve inches, mixing in the manure or fertilizer, and when ready to plant set the Roses about eighteen inches apart, if you have the room, or even twelve inches apart, putting the roots well below the surface of the soil. Cover them completely with soil, pressing down firmly with the foot.

### After Culture and Care

Water the newly set plants as they seem to need it, preferably in the evening or the early morning. Insects will not bother our vigorous Roses very much, but if they do, keep the foliage clear, using a Tyrian Plant Sprinkler, which we furnish at 80c. each. The following insecticides are especially recommended: Kerosene Emulsion, Tobacco Insecticide Soap, Bug Killer.

### Pruning Roses

A safe guide for pruning one's Roses is to cut them back about one-half the previous year's growth. Do this in the early spring before they have started to make a growth. As the plants bloom, and they will bloom most profusely during the growing season, get the full benefit and enjoyment of the flowers by cutting them off. The more you cut them, the more flowers you will have. Where plants fail to mature the buds which they bear, remove some of the undeveloped buds and enrich the soil around the roots of the plant with Walker's Plant-Food, air-slacked lime, well-rotted cow manure or any good fertilizer, to give the plant more root-action to develop its flowers.

### Plants Dropping Leaves

One point in particular is that, when you see the leaves of the plants turning yellow and perhaps dropping off, after you have set them out, do not take this as a sign that the plant will be hurt, for that is simply Nature's own remedy of conserving the vitality of the plant, and it will throw out new shoots far more vigorously than the old ones that have turned yellow and have dropped off. If the foliage does not drop off, pull it off. It will help the plant.

### Winter Protection

All Roses are benefited by protection during the winter whether they need it or not. It is an inexpensive and safe precaution. Do not cover the plants until they have had many good hard frosts. They need severe frosts to ripen and mature them for their winter's sleep. Cover them thoroughly with leaves, hay, straw, light manure, street sweepings, pine or cedar boughs, corn fodder or any protecting material of a similar character, and then do not remove the covering in the spring until the weather is settled.

### Special Information

If there is anything you want to know in regard to the care and culture of plants, or any other information that we can give you, write us and we will cheerfully render such assistance as we can. Be sure that you enclose stamped, addressed envelope or an addressed post-card when writing us for information, and you will get a quicker response. This is important.

# THE ROSES OF NEW CASTLE



The handsome effect produced by Heller's Tree Roses in the home garden

## Heller's Handsome Tree Roses

**Shipped Dormant. Should be planted as soon as the ground can be dug.**

A Tree Rose, or Rose Tree, crowned with its glorious wealth of beautiful flowers is a sight worth going many miles to see. There is a charm about them impossible to produce with any other plant. In some sections of the country a lawn without several Tree Roses growing upon it is not considered complete.

These trees are grafted on hardy Rose stalks 3 to 4 feet high, are tree-shaped, and when in full growth and bloom they far surpass all other plants in the garden. Planted on the lawn, or, when used along the walks, driveways, and for similar purposes, the effect is striking in the extreme.

The splendid collection of Tree Roses noted below has been grown and grafted for us by the most famous grower in Europe, and are warranted to be absolutely true to name, strong and thrifty, and bound to give unalloyed satisfaction.

Our stock is limited, and early ordering is necessary.

**Special Price:** Strongly, Shapely Trees, well branched  
sure to bloom this summer . . . : **\$1 each**

**No Greater Value for the Money** Was ever offered. They can be obtained nowhere else at such a very low price.

**BELLE SIEBRECHT.** Hybrid Tea.  
Lovely pink.

**CRIMSON RAMBLER.** Trained  
Climber. Crimson-clustered variety.

**ETOILE DE FRANCE.** Hybrid Tea.  
Deep, velvety red; large flowers.

**GENERAL JACQUEMINOT.** Hybrid  
Perpetual. Bright crimson.

**GLOIRE DE DIJON.** Rich, creamy  
white, tinged with amber and pale blush.

**GRUSS AN TEPLITZ.** (Virginia R.  
Coxe). Hybrid Tea. One of the most  
vivid crimson of all Roses.

**J. B. CLARK.** Hybrid Tea. Flowers  
immense—7 inches in diameter; crimson.

**KAISERIN AUGUSTA VICTORIA.**  
Best White Hybrid Tea.

**KILLARNEY.** The famous Irish pink  
Hybrid Tea Rose, constantly in bloom.

**LA FRANCE.** Hybrid Tea. The fam-  
ous brilliant satiny pink Rose.

**MADAME CAROLINE TESTOUT.**  
Hybrid Tea. Beautiful pink.

**CELINE FORESTIER.** Brilliant sul-  
phur-yellow; large flowers.

**TAUSENDSCHEIN.** (Thousands Bea-  
ties.) Trained Climber. All colors.

**WHITE AMERICAN BEAUTY.**  
(Frau Karl Druschi.) Hybrid Perpetual.  
Wonderfully handsome pure white.

The Most Majestic Rose in the World  
**AMERICAN BEAUTY**

Massive in Size, Gorgeous in Color  
Exquisite in Perfume

Our American Beauty Rose Has Made Us Famous the World Over

**W**E ARE the leading growers of American Beauty Roses in this country and may fairly claim to have been largely responsible for its wonderful popularity. It has been proved hardy in practically all sections of the country, but in extremely cold climate, it should have careful winter protection.

The important point to observe is to secure the true stock; beware of low-priced plants that are not really American Beauties, and do not be misled into buying plants that have been forced for their flowers, thus exhausting their vitality and making them utterly worthless.

The color is rich, glowing crimson, charmingly shaded and veined and, as the flowers expand, their beauty seems to be enhanced rather than diminished. The fragrance is nothing short of exquisite; in short this glorious Rose seems to have been endowed with all the charms and grace of the entire Rose family.

No special care is required to succeed with our American Beauty Roses. Our stock is clean, strong, healthy and vigorous in every particular. And what is more important, it is true to name and **on its own roots**.

This great Rose should be in the flower-garden of every American home. The name, its magnificent beauty, exquisite fragrance and wonderful merit must appeal to the patriotic instincts of every true American.

Strong one-year-old pot-plants, 25c. each, 5 for \$1; special size, 35c. each, 3 for \$1 postpaid; extra-size, 2-yr.-old plants, 50c. each, \$5 per dozen; 3-year-old specimen plants (limited quantity) 75c. ea., \$8 per doz.

If in doubt  
Read this

and she told me she thought they made her well. Am very glad I sent for your collection as it is worth more than ten times what I paid for the plants.

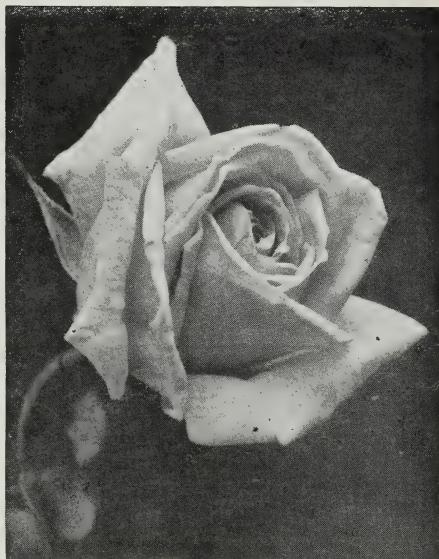
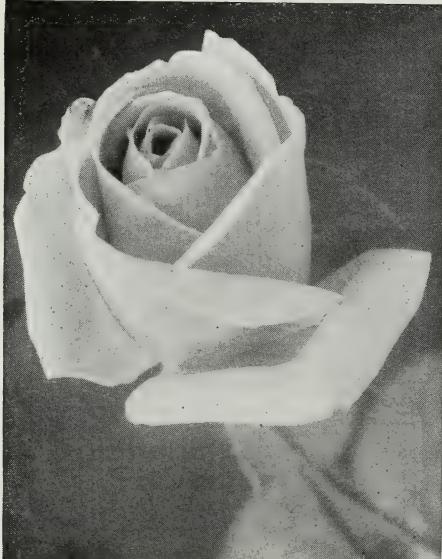
I wish to write you a few lines regarding my success with the Roses sent me in the spring. I must say that it is the most wonderful collection of Roses I ever saw. Every one of the plants that grew gave me three, four, five and six roses a piece this year and now am having roses from the queen of all Jeannette Heller, which is the most beautiful flower I ever saw. If such a Rose were for sale in our town, I am quite sure it would be worth a dollar to any friend of flowers. My mother was very sick and I brought her two Jeannette Heller Roses

MAX GRUNEWALD, Milwaukee, Wis., September 7, 1911.



An American Beauty Rose as grown on our plants

# THE ROSES OF NEW CASTLE



## \*Melody

A new, gloriously brilliant, yellow, hardy Hybrid Tea Bush Rose  
Always in bloom.

Yellow Roses are always in great demand—we scarcely can provide enough of them. This new, coppery yellow variety has been the sensation of all the great Rose exhibitions, both here and abroad. The color is new and almost indescribable, being a lovely shade of deep yellow shading to apricot in the center. It is one of the most showy yellow Roses we have ever seen. It has a form perfect in contour and is very full and double. The plant is extra strong, hardy and vigorous in growth, clothed with handsome, rich, glossy foliage. Ours is the true stock which is scarce. Early orders only can secure it.

First size, one-year-old pot-plants, 25c. each, 5 for \$1; special-size plants, 35c. each, 3 for \$1 postpaid; strong, vigorous, two-year-old plants, 60c. each; still larger plants, 75c. each, by express.

## \*Mrs. Aaron Ward

Magnificent new Hybrid Tea Bush Rose  
—One that has all the colors of the setting sun.

It is a positive pleasure to offer this wonderful new Rose to our friends, for the color effect is so dazzling that it will win instant approval. It is distinctively different from any other yellow Rose in our list, being a "coppery orange in the opening bud, golden orange when partly developed and pinkish fawn when fully open, when it looks like a full, fluffy silk rosette." The flowers are of splendid form and size; borne on long, stiff stems. The plant, even without flowers, is beautiful in shape and foliage. It is strong, hardy and thrifty in growth, bearing its lovely burden of flowers all summer.

## White Malmaison—A New China Rose

One of the old-time favorites beloved by all who knew it, was the beautiful Bourbon-China Rose, Malmaison, with its exquisite fragrance and tender coloring. In this new White Malmaison there is combined all the good qualities of the old variety with the added beauty of being a pure, silvery white in color. It belongs to that extra-hardy class of Roses which bear from early summer to frost a succession of most exquisitely beautiful flowers, and absolutely hardy in all climates.

First size, one-year-old pot-plants, 20 cts. each, 6 for \$1; special-size plants, 30 cts. each, 4 for \$1, postpaid; strong, vigorous, two-year-old plants, 40 cts. each, by express.



### \*Double Pink Killarney

A new, double-flowering bush form of that most-beautiful, favorite Irish Hybrid Tea Rose.

The one great feature of this new Killarney Rose is that the flowers are furnished with almost twice as many petals as its famous and beautiful parent, Pink Killarney. Otherwise the Rose is identical with the parent variety. By some growers it is claimed that it is stronger in growth, but we can see no improvement in that direction, as the original Pink Killarney, described on page 52, is certainly not excelled in vigor of growth by any Rose in our collection, unless it might be by Jeannette Heller, the most vigorous of all Roses. The bush is thoroughly hardy and in bloom continually all summer.

First size, one-year-old pot-plants, 25c. each, 5 for \$1 postpaid; strong, vigorous, two-year-old plants, 60c. each; still larger plants, 75c. each, by express.



### \*Rena Robbins

A splendid new Hybrid Tea Bush Rose of dainty coloring, splendid form and immense size.

When we can build up our stock of this great new American Hybrid Tea Bush Rose, our friends will hear more of it. We consider it a decided advance in Rose culture, so great indeed as to be in a class by itself. The size of the flower is immense, as large as Paul Neyron, of which it is an offspring, full and double. The general color effect is white, shaded at the base of petals with lemon-yellow. As an outdoor Rose it cannot be surpassed for it is hardy in the extreme, grows with wonderful vigor and bears with wondrous profusion. The true stock is very scarce, and early ordering will be necessary to secure it.

\$1; special-size plants, 35c. each, 3 for \$1 postpaid; still larger plants, 75c. each, by express.

### A Charming New Climbing Rose—White Dorothy

This is a white form of the beautiful Dorothy Perkins, by many considered the finest hardy climbing Rose grown. In all respects it is like its parent, save in its flowers, which are of a pure glistening white.

First size, one-year-old, pot-plants, 20c. ea., 3 for 50c.; special-size plants, 30c. ea., postpaid, large, two-year-old plants, 50c. each; by express.

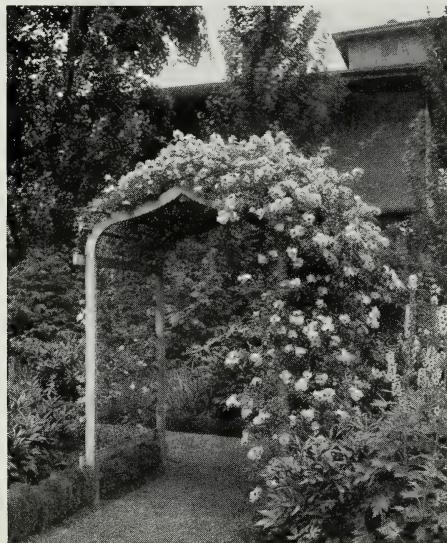
Like the pink Dorothy, the flowers are borne in great clusters. The plant is absolutely hardy under all conditions and is a strong, rampant grower, covering a large porch or trellis in a remarkably short time.

## Climbing Crimson Baby Rambler

**Most wonderful of all Crimson Ramblers  
—always in bloom**

There never has been a climbing Rose introduced which sprang into widespread popularity more quickly than the old Crimson Rambler; but it has faults which Rosarians all over the world have been trying to overcome. This has been done in a most complete manner in the production of this wonderful new climbing Rose, the **Climbing Crimson Baby Rambler**, which is a remarkable improvement on all other forms of Crimson Rambler in many ways, as it bears great masses of bright crimson flowers in large trusses **continuously all summer**. The foliage is not subject to blight or mildew, and it is a remarkably fast and vigorous grower, with handsome, bright green foliage. Perfectly hardy under the most severe conditions. The stock of this Rose is very limited and comes to us from the originator in Europe and is sold under a guarantee of genuineness.

First size, one-year-old pot-plants, 25c. each, 5 for \$1; special-size plants, 35c. each, 3 for \$1, postpaid; strong, vigorous, two-year-old plants, 60c. each; still larger plants, 75c each, by express.



Climbing Crimson Baby Rambler--always in bloom



Alice Lemon Rose

## Alice Lemon

**This Magnificent New Hybrid Tea Bush Rose has Impressed us in a Way That makes us wish we had more of it.**

A glorious and new blush-white Hybrid Tea Rose, shading to brilliant salmon-pink on the center petals. In size and form it is a splendid addition to our already complete list of perfect Roses, and we bespeak for it the greatest popularity. The bloom is immense, well filled with large, shell-shaped petals, and of exquisite beauty while in bud, which is long and pointed. It is wonderfully sturdy and strong in growth, the foliage being large and of a leathery texture.

## Chateau de Clos Vougeot

### The "Black" Hybrid Tea Rose

The "blackest" of all Roses, with heavy, velvety petals which makes it distinctive from all other Roses. In color it shades from a deep rosy red to a crimson almost black. The bush is extra strong and vigorous in growth, with a broad, branching habit and requires considerable room for development.

**Price of both Roses in this column, one-year-old pot-plants, 25c. each, 5 for \$1; special size, 35c. each; strong, two-year-old plants, 60c. each.**

# Fifteen Good Reasons Why

## Jeannette Heller is the One Best Rose for American Gardens

(See the colored photographic reproductions on front cover page and page 19)

### **Always in Bloom**

The prime requisite of any Rose is to bloom abundantly. Jeannette Heller blooms literally all the time and *the first year*, no difference the size or price of the plant.

### **Healthiest of All Roses**

Jeannette Heller has one most important point to a degree found in no other Rose and that is healthy growth. That is why it blooms so freely. It has wonderful health.

### **Grows Luxuriantly Everywhere**

Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet. You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

### **Perfect Hardy**

Jeannette Heller is not partial to any particular section of the country. It grows sturdily and beautifully everywhere. We have seen it still in bloom while covered with ice and sleet. You, who live where the climate is rigorous and extremely cold, can have beautiful Roses just as perfect as if you were in a southern climate. It is absolutely hardy everywhere.

### **Perfect Flowers**

The colored photographs of Jeannette Heller on the front cover page and on page 19 fail to show the magnificence of its flowers, both in form and color. They are simply perfect.

### **Superb in Color**

The color is indescribable, a beautiful blending of shell-pink in the center shading off to rosy blush and pale yellow; buds long and pointed and of immense size.

### **Strongest Grower**

This is where the strong root-system and perfect foliage of Jeannette Heller makes it invaluable. Has the vigor of an oak. No insect ever bothers it. It has massive leather-like foliage that affords no comfort or refuge for insects of any kind. No matter what kind of soil you plant it in—*It grows!* All you need to do is to plant it—then cut flowers from it almost every day from early May until freezing weather.

### **Grows where Others Fail**

You may think your soil or situation is not suited to Rose growing. Set aside such misgivings and plant Jeannette. It will grow where weeds grow—in any soil or climate.

### **Splendid in the North**

You folks in the extremely cold climate who wish for your own Roses can gratify that wish. Plant Jeannette Heller. It will grow to perfection no matter where you live.

### **Superb in the West**

All through the Middle West and Southwestern country it is growing and blooming its way into the hearts of all who are fortunate enough to possess it.

### **Grows like a Weed in the South**

'Way down in tropical Jamaica we saw last winter a bush of Jeannette Heller growing magnificently under the tropical sun, a plant five feet high and still wider across, covered with a perfect mass of gorgeous buds and flowers.

### **Has captured the East**

The effete East has yielded to its charms and has pronounced it the one best Rose in America for amateur planters.

### **An American Rose**

This is an American Rose born in America. It wants a permanent home in every garden in America. From the day you plant it, you will become a Rose enthusiast the rest of your life. That is the reason why we want you to try at least one plant of Jeannette Heller.

**PRICE—**Strong, one-year-old pot plants, 25c. ea., 5 for \$1, \$2.50 per doz., \$20 per 100; larger size, 35c. ea., 3 for \$1, \$3.50 per doz., \$27 per 100; extra-large size, 2-yr.-old plants, 50c. ea., \$5 per doz.; 3-yr.-old specimen plants (limited quantity) 75c. ea., \$8 per dozen, by express. **ON OWN ROOTS.**

# THE ROSES OF NEW CASTLE

## The One Perfect Rose, Jeannette Heller

The Strongest, Healthiest and Hardesty Bush Rose Ever Introduced—and the Best and Most Beautiful in the World

Introduced and For Sale Only by Heller Brothers Company

(See photographic reproduction in colors, on opposite page.)

No pen picture or even colored photograph can do justice to this wonderful new, hardy, everblooming Rose. It is the most marvelous variety ever introduced, and we pronounce it, as does every expert who has seen it, to be absolutely the greatest Rose in the world. We stake our reputation upon this assertion, knowing full well that all who plant it will share with us in our genuine enthusiasm over it. We want every one of our customers to plant Jeannette Heller. There is no other Rose like it, either in color, growth or beauty, and wherever seen it has created a veritable sensation. Our production for this year will exceed 100,000 plants.

Jeannette Heller is the ideal garden Rose, strong and vigorous in growth, healthy in every condition, growing in practically any soil or situation under the most adverse conditions to a perfection seen in no other Rose. Neither heat nor cold affects it, and if it has an ailment or a defect of constitution of any kind, we have yet to see it. To use a homely comparison, it "grows like a weed," throwing up with the greatest freedom wonderfully strong, stiff, sturdy canes.

The flowers, which are the glory of the plant, are produced in amazing profusion; in fact, no Rose of any class will compare with it in freedom of bloom. They are immense

in size, so filled with petals that they last for days after cutting. The color is a beautiful blending of shell-pink in the center, shading off into rosy blush and pale yellow, difficult to describe and to illustrate. The color effect, however, is exquisitely beautiful; the buds are long and pointed and of immense size. Hardy in all localities, as it has been tested throughout the entire United States under the widest variety of conditions, and the reports from our patrons who have grown this Rose have been uniformly enthusiastic and favorable.

For single specimens or for hedges or beds, where it grows to a height, when fully developed, of 3 to 4 feet, it is the superior of any Rose in existence. Flowers may be cut from it early in May, and they are produced with the utmost freedom throughout the entire growing season until cut down by severe frosts.

We repeat—Jeannette Heller is the premier garden Rose of to-day, and if we never were to introduce another new Rose, we are convinced that this Rose will bring us everlasting fame as the greatest Rose introduction of this century.

If you would become a Rose-lover and a permanent patron, all we ask is an order for Jeannette Heller. Its fair sponsor extends an invitation to give her lovely and magnificent namesake a place in your Rose garden.

First size, strong one-year-old pot-plants, 25c. each, 5 for \$1; special size, 35c. each, 3 for \$1, postpaid; extra-size two-year-old plants, 50c. each, \$5 per dozen; 3-year-old specimen plants (limited quantity), 75c each, \$8 per dozen. ALL ON OWN ROOTS.



Two lovely flowers—Jeannette Heller and her Rose

Wonderful, New, Hardy,  
Everblooming Bush Rose  
JEANNETTE HELLER

The  
Greatest Ros  
in the  
World

Introduced  
For Sale  
HELLER-BROS CO.  
NEW CASTLE, INDIANA

JEANNETTE  
HELLER  
AND ITS  
FAIR SPONSOR



New, Hardy, Everblooming  
**YELLOW BUSH ROSE**  
**ROBERT HELLER**



MASTER ROBERT HELLER

Introduced and For Sale only by  
**HELLER BROTHERS CO.**  
NEW CASTLE INDIANA



Long-Looked-for  
Everblooming

# Golden Yellow Hardy Bush Rose ROBERT HELLER

Introduced and for sale only by Heller Brothers Company

(See photographic reproduction in colors, on opposite page)

For years Rose-growers the world over have sighed for the advent of a genuinely golden yellow, hardy, everblooming Bush Rose.

## The One Best Golden Yellow Rose

Two years ago we introduced this wonderful Hybrid Tea Bush Rose. Instantly it was hailed with delight, for it represented a new color in its class, and since its introduction it has become one of the three best-selling Roses in our entire collection. Nearly 100,000 plants, in as many different homes, have demonstrated beyond a question of doubt that this is the greatest of all golden yellow Roses for the home planter.

The unsolicited opinion and experience of others carry conviction, and this letter is one of thousands we have received, all voicing emphatic approval of the wonderful merits of this great yellow Rose:

"I received the Roses in good condition, and they are growing nicely. I wish to say that I think your Roses are the finest I have ever seen. Those I planted last month are all blooming nicely (except the climbers). The Jeannette Heller and Robert Heller are simply magnificent—the catalogue does not do them justice. Never have I seen such a beautiful yellow Rose as the Robert Heller."

H. O. KELLEY, Altoona, Pa., July 29, 1911.

Robert Heller is the strongest-growing, freest-blooming and handsomest of all yellow Bush Roses. Unlike many yellow varieties, Robert Heller has the vigor of constitution, the splendid insect-proof foliage and nearly all the characteristics of the rugged Hybrid Perpetual Rose.

It grows to perfection in almost any ordinary soil in all sections of the country, and from the time it is planted in the early growing season, it bears continuously great numbers of lovely flowers of immense size, elegant, full, deep and double on stiff, erect stems, which stand out well above the plant, giving it a regal appearance and stamping it as the most extraordinary Rose of its color yet introduced.

The color of the flowers is deep golden yellow. Now and then in the early stages of development, its petals have faint streaks of pink, but as the flower develops fully, it is pure golden yellow without a blemish; in short, an eighteen-karat flower of sterling merit, which has proven hardy in all parts of the country, but where the winters are extremely severe, needs protection.

All Roses are benefited by protection whether they need it or not. First-class Roses, there are, in pinks, reds, crimson, whites and intermediate shades, but this beautiful golden yellow Rose is the first of its class and the best. Take our word for it that it will bring to you genuine satisfaction and pleasure in abundance from the day you plant it. Our stock is large but it has not yet been large enough to meet the demand. Disappointments have been frequent, so we urge early orders that we may reserve the plants.

**First size, one-year-old pot-plants, 25c. each, 5 for \$1; special size, 35c. each, 3 for \$1, postpaid; extra-heavy, 2-yr.-old plants, 50c. each; still larger plants, 65 cts. each, by express. ALL ON OWN ROOTS.**

**SPECIAL NOTICE:**—For those who prefer them, the two-year-old Roses of any variety are ideal plants, and are the most economical and efficient for all general purposes. The difference between the various sizes is the comparative number of flowers produced. We offer three sizes, as a rule, to meet the different fancies and different purses. All sizes are guaranteed and must be satisfactory to you, no matter where you live, when they reach you.

## A Typical Testimonial

## What It Is

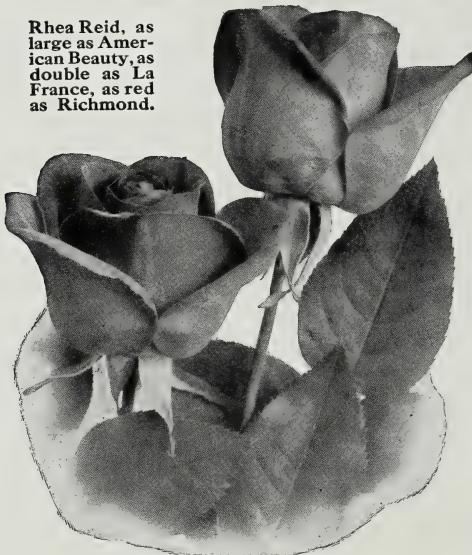
## What It Does

## Golden Yellow

# THE ROSES OF NEW CASTLE

## \*RHEA REID--The Marvelous, New, Hardy, Crimson Garden Rose

Rhea Reid, as large as American Beauty, as double as La France, as red as Richmond.



### \*LENA

#### A Lovely Irish Hybrid Tea Bush Rose

This beautiful newcomer has been rigidly tried out. It has no superior for open-ground culture. Long buds, perfectly formed, flowering freely and continuously, producing frequently in sprays of *seven to nine* large, perfect blooms, the color of which is glowing apricot edged with primrose-yellow—an exquisitely dainty Rose. The bush is strong and upright in growth and most constant and profuse in bloom.

Price on Roses on this page, strong, one-year-old plants, 20c. each, three for 50c.; larger size 30c. each, postpaid; strong two-year-old plants 40c. each by express.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

This glorious new Hybrid Tea Bush Rose has no equal as a crimson garden Rose. The color is vivid scarlet-crimson; the flowers are large, bold, full and double and produced in immense profusion. A splendid grower, hardy and will succeed in all climates. We have tried it thoroughly and endorse it unqualifiedly.

### \*Florence E. Coulthwaite

A massive-flowered, bush garden Rose, large, full, beautifully imbricated, free from disease, with daintily ruffled petals; color deep cream, spotted bright rose on the inside, with petals orange and pink glowing on the outside; daintily perfumed.

**★ROSALIND ORR ENGLISH.** An immense Hybrid Tea Bush Rose, magnificent in growth, carrying great quantities of delicately shaped cerise-pink flowers; fragrant.

**DOROTHY PAGE ROBERTS.** New Hybrid Tea Bush Rose, very beautiful color, coppery pink; new. Flowers large, semi-double, similar to *Betty*.

**SPECIAL NOTE.** All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.



LENA—A Lovely Hybrid Tea Rose

New Rose **\*William H. Taft** Immense in Size, Strong in Growth,  
Hardy in Habit, Always Blooming

Originated in Cincinnati, near New Castle. This great new Hybrid Tea bush Rose, after exhaustive trials, has shown us qualities that make it well worthy of being named in honor of the Chief Magistrate of the Nation. The flowers are magnificent both in form and color, large, full and double, borne freely. The color is clear salmon pink, highly fragrant, free-growing, hardy and a *big* Rose in every sense of the word.

**FERDINAND BATEL.** New Hybrid Tea Rose of a new color—pale rosy flesh, brilliantly shaded with orange.

**HECTOR MACKENZIE.** A winner at the great Parisian Rose Exhibition; glorious deep pink changing to a silvery crimson; large, massive and fragrant.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the iron-clad or Star size.

Order early and have your favorite Roses reserved for you.



General  
McArthur  
Rose



William H. Taft Rose

**\*General McArthur**  
Great New Scarlet Rose

One of the best and most vivid crimson-scarlet Roses in cultivation; does splendidly everywhere, a great Rose in the open ground, strong, healthy, hardy and vigorous, always blooming; flowers exquisitely fragrant. A great favorite.

**REV. D. R. WILLIAMSON.** New Hybrid Tea Rose. Satiny red, blending to deep maroon.

**OLIVIA.** Magnificent, strong growing Hybrid Tea Rose. Beautiful buds, large, full, double flowers; strong and vigorous; color rich rose.

**SPECIAL NOTE**—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

Prices of Roses on this page, strong one-year-old plants, 20c. each, 3 for 50c.; larger size, 30c. each, postpaid; strong, two-year-old plants, 40c. each by express.

# THE ROSES OF NEW CASTLE



## Frau Karl Druschki

### The White American Beauty

A truly wonderful Rose, and the best snow-white, free-blooming Hybrid Perpetual or "June Rose" in existence. Of magnificent growth; it branches freely and has the vigor and hardiness of an oak, in fact, is hardy everywhere. The flowers are borne on long, stiff stems, are immense in size, full, deep and double, with massive, saucer-shaped petals. The color is glorious white, without a tinge of yellow or any other color. Ours is the true stock—**all on own roots**.

Strong one-year-old plants, 25c. each, 5 for \$1; larger size, 35c. each, 3 for \$1; postpaid; extra-strong two-year-old plants, 50c. each; three-year-old plants, \$1 each.

### The Great New Rose—Climbing Frau Karl Druschki

This climbing form of the Frau Karl Druschki possesses all the merits of its parent in a marked degree. The flowers are extremely large, full, double and of a glistening snow-white. The plant is absolutely hardy under all conditions and grows with remarkable vigor, clothed with handsome, large, fresh green foliage which, in itself, is a beautiful and valuable feature of the Rose.

Strong one-yr.-old plants, 35c. each, 3 for \$1; larger size, 50c. each, postpaid; sturdy, vigorous, 2-yr.-old plants, 75c. each.

## JESSIE

### A New, Brilliant and Beautiful Bedding Rose

Of all the "Baby Ramblers"—the type of Rose which is growing more popular each year, for bedding purposes—this new variety bids fair to outstrip the others in popularity. The flowers are of a brilliant crimson, much the color of a Richmond Rose and are borne in huge clusters from early in the season until frost.

## Goldfinch

### The newest of all Golden Yellow Climbing Roses

One of the very latest introductions in Climbing Roses, bearing great clusters of brilliant golden yellow flowers, of a deep color when in bud, but opening lighter. The plant is a very vigorous, rampant grower, covering a great space in a remarkably short time and bearing most beautiful, fresh green foliage, not subject to insect attacks.

## Harry Kirk

A new National Rose Society Gold Medal, Hardy, Everblooming Tea Rose of magnificent color, form and size. In color it is a deep sulphur-yellow, passing to a lighter shade on the edge of the petals. The bush is strong and vigorous in growth, bearing its flowers on long stems continuously all summer.

## Lady Godiva

A magnificent new Climbing Rose of the style of White Dorothy, bearing great masses of shining white flowers in handsome clusters. The plant is most vigorous in growth, with beautiful foliage, which is impervious to attacks of insects.

Price of all Roses in this column: first size, one-year-old pot-plants, 25c. each, 5 for \$1; special-size plants, 35c. each, 3 for \$1, postpaid; extra-large, vigorous two-year-old plants, 50c. each.

The following is a specimen of many letters we have received during the past year:

"Last Spring I ordered some Rose bushes from you, and when they arrived I was very much disappointed in the looks of them. As we all laughed and joked about them, and not expecting any good results, I planted them in the back yard. At first they did not do very well, but I attribute that to the very hot weather; but later in the summer they did fine and we had the best and prettiest roses in the neighborhood, and they were praised by all who saw them. Out of the entire lot that I ordered, I only had one that did not grow. The Kaiserin Augusta Victoria was the strongest of the lot. After the flower was open full it turned from a pure white to deep pink, starting at the center and coloring gradually to the outer edges. With all of the cold weather that we have had so well, the bushes are still full of buds. As they all turned out so well, I am contemplating transplanting them in the front yard."

HARRY H. NEWMAN.

Cincinnati, Ohio, Oct. 24, 1911.

## \*Climbing White Maman Cochet

### The Sensational, New, Hardy, Ever-blooming, White Climbing Rose long sought for

Just as the old favorite White Cochet is one of the very best of all White Tea Roses, so we believe this new White Climbing Tea will jump into the widest popularity. From far-off New Zealand came the original stock, and it is yet very scarce in this country. It blooms continually all summer, bearing the greatest profusion of perfect White Cochet Roses, and the plant grows with wondrous strength and vigor. This is without doubt one of the finest white everblooming Climbing Roses ever introduced, and can be procured from very few concerns. Its scarcity makes it valuable, and it appeals strongly to those who like to have something different from their neighbors. Stock limited. Order early, or you may not be able to procure it.

Price, first size, one-year-old plants, 25c. each, 5 for \$1; special-size plants, 35c. each, 3 for \$1, postpaid; extra-large, vigorous, two-year-old plants, 50c. each; still larger plants, 65c. each, by express.



Climbing White Maman Cochet Rose

# THE ROSES OF NEW CASTLE

A Sensation in  
the Rose World

# \*Mrs. A. R. Waddell

Mrs. A. R. Waddell  
Rose



## \*La Galissiere

Improved Madame Caroline  
Testout Rose

A glorious new Hybrid Tea Rose, and a distinct improvement over that magnificent variety that has had no rival in many years, Madame Caroline Testout. The bloom is enormous in size, double and full and of exquisite form; buds long and pointed; color bright, shining pink, chaste and beautiful. A Rose of majestic appearance.

**\*JEAN NOTE.** New French Hybrid Tea, and essentially a high-class bush Rose for outdoor culture. Large, full, double flowers, stiff, erect stems, color chrome yellow, deepening to orange, edging to a creamy yellow.

**LADY FAIRE.** Produces the whole summer through a profusion of glorious flowers of brilliant light carmine color.

**SPECIAL NOTE.** All Roses offered on this page are bush Roses, and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

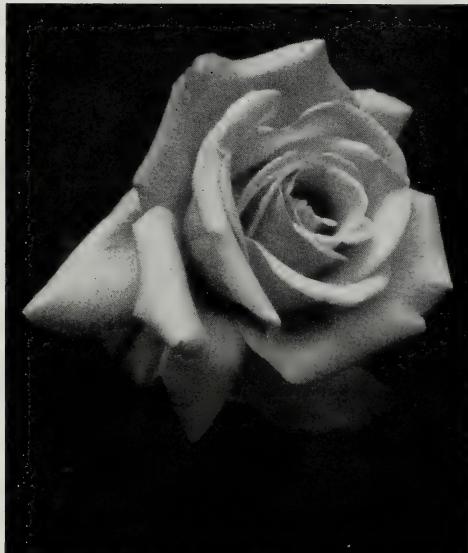
Price of Roses on this page, strong one-year-old plants, 20c. each, 3 for 50c.; larger size, 30c. each, postpaid; strong, two-year old plants 40c. each by express.

This is one of the most beautiful Roses we have ever seen. As a garden Rose it has no superior. A pure Hybrid Tea attaining the height of from two to four feet, its beauty is beyond description. Buds and flowers immense in size, full, double and beautifully made, grows sturdy and erect in the most vigorous fashion, requiring no potting and coaxing; flowers color rosy scarlet, shaded with salmon, beautiful, effective and hardy. Always in bloom.

**MRS. H. BROCKLEBANK.** Charming Hybrid Tea Rose with a delicate creamy white, center deeper, sometimes tinted salmon-rose; strong, vigorous bush.

**\*DAYDAWN.** Introduced by Heller Brothers Company. Long pointed buds, large, full, deep, double flowers, delicately scented like the Damask Rose; color dainty pink; strong growing variety. Hardy.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.



La Galissiere Rose

## The Wonderful \*BLUE ROSE

"Violet-Blue"

The most sensational introduction in Roses of the 20th Century is The Wonderful Blue Rose depicted in the illustration, and already it has attained such widespread popularity that it will be hard to supply the enormous demand for it. This remarkably unique Rose is undoubtedly the fore-runner of a new and extraordinary color, long-hoped-for, but hitherto regarded as among the unattainable—a genuine **cornflower-blue Rose**. The flowers are produced in clusters, similar to Crimson Rambler, are semi-double in form, of medium size, and are borne profusely; the color is steel blue, very similar to that seen in the delicate, imitable blue of the flower of *Clematis Jackmani*. It is a strong, vigorous climber, and as a porch cover, or grown on a pergola for its shade, the plant is much superior to the Crimson Rambler, as it is absolutely free from attacks of mildew or insects and is decidedly ornamental from early spring to late in the fall. Not the least of its merits is its great hardiness and vigor, as it will thrive and bloom marvelously in the coldest parts of the country. Our stock of this wonderful Rose is limited, and early ordering will be necessary to procure it. We will be glad to reserve such orders for shipment at any time desired. Send for it at once and avoid the risk of disappointment.

First size, one-year-old pot-plants, 20 cts. each, 6 for \$1; special size, 30 cts. each, 4 for \$1, postpaid; strong, vigorous, two-year-old plants 40 cts. each; still larger plants, 65 cts. each, by express.

**\*ALLIANCE FRANCO-RUSSE.** An old standby, everblooming Tea Rose and a particularly good one. The flowers are extra large and of a full, rich, deep yellow. The bush is strong and vigorous in growth and extremely hardy, bearing a profusion of its golden flowers all summer through.

Strong, one-year-old pot-plants, 20 cts. each, 3 for 50 cts., special size, 30 cts. each, postpaid; large, two-year-old plants, 40 cts. each.

**ORDER EARLY** We Cannot impress upon our friends too strongly the importance of sending in their orders early—just as soon as this book is received. By this means your stock is secured and the plants are set aside for shipment when desired. Don't delay. Do it now!

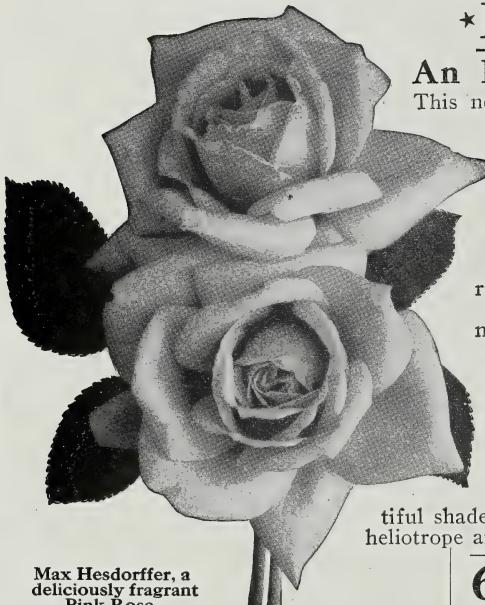


The Wonderful New Climber, THE BLUE ROSE

**MOUSSELINE.** An old favorite Moss Rose that has not been surpassed by any of the newer varieties. The flowers are pure, glistening white, very large for this kind of a Rose and the buds are heavily and most beautifully "mossed." The bush is strong, sturdy, hardy and free flowering.

Strong, one-year-old pot-plants, 20 cts. each, 3 for 50 cts., special size, 30 cts. each, postpaid; large, two-year-old plants, 40 cts. each.

# THE ROSES OF NEW CASTLE



Max Hesdorffer, a  
deliciously fragrant  
Pink Rose

## \*Richmond The Most Gorgeous of Crimson Roses

This great American Rose with its gorgeous color, brilliant, flaming scarlet-crimson, has swept everything before it, both at home and abroad. We are particularly proud of it as a distinctive Indiana Rose, it having been produced within a few miles of here. Very significantly might it be called one of The Roses of New Castle. It has been the sensation of the Rose world, and is now grown in larger quantities than any other Rose, perhaps, with the exception of American Beauty, to which it is a rival, so far as popularity is concerned. It is the most vivid red Rose known, and its exquisitely shaped, immense, fragrant flowers are nothing short of gorgeous. No description will do justice to such a wonderful Rose as this. Ours is the genuine stock. Every plant sent out is guaranteed to be true.

**MADAME EDMEE METZ.** Beautiful new introduction, rosy carmine tinted with salmon. Yet very scarce.

**SPECIAL NOTE...** All Roses offered on this page are bush Roses and any size plant will bloom the first year--THIS YEAR--with the greatest freedom.

Price of Roses on this page, strong, one-year-old plants, 20c. each; three for 50c.; larger size, 30c. each postpaid; strong, two-year-old plants, 40c. each, by express.

## \*Max Hesdorffer

### An Improved Pink La France

This new handsome Hybrid Tea is one of the strong Roses of our collection. In beauty and merit it is worthy of a whole book of praise; grows strong and sturdy with beautiful, healthy foliage, and bears great quantities of rich, superb flowers that are magnificent both in color, form and fragrance; color bright, rosy pink. We have the true stock of this superb variety.

**REINE KAROLA DE SAXE.** Great new garden Rose, flowers large and of a most dainty shade of blush white, tinted exquisite shell-pink, borne in the greatest profusion. Delightfully fragrant.

### Souv. de Mme. Ernest Oudin

The bush is vigorous and free-growing; the flowers large, full, very double and cup-shaped, and the color is a beautiful shade of silvery white, petals edged with pale heliotrope and shaded light blue.

**65c.**

Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

The Brilliant  
Magnificent  
Crimson Roses  
Richmond



## NEW AND RARE ROSES

THE following absolutely new Roses of various kinds are merely mentioned by name because we have so few of them, although the few we have are of magnificent form and quality. There are many gems amongst them which will become sensational leaders in the Rose world. To secure any of these splendid new Roses it is necessary to order them at once. The Roses will be reserved for delivery at any time desired. The number preceding each name indicates the number of plants we have. If your order arrives after the limited stock of the variety desired is exhausted, you will be notified to that effect. Under no circumstance will substitution be permitted, therefore the advisability of ordering immediately.

Abbreviations used: HT, Hybrid Tea; T, Tea; HP, Hybrid Perpetual.

Price, one-year-old pot-plants, 20c. each; special-size, 30c.; two-year-old plants, 45 cents.

- |    |                            |                               |    |                           |                               |
|----|----------------------------|-------------------------------|----|---------------------------|-------------------------------|
| 5  | Admiration.                | HT White; fragrant.           | 12 | Mme. Jenny Gillemot.      | HT Yellow.                    |
| 7  | Albert James Nottidge.     | HT Crimson.                   | 8  | Mme. Pauline Bertnay.     | T Orange-red                  |
| 18 | Andre Gamon.               | HT Deep carmine.              | 2  | Mme. Hortense Montefiore. | Bengal.                       |
| 3  | Avoca.                     | HT Crimson scarlet; fragrant. | 12 | Mme. Rene Collette.       | HT White.                     |
| 5  | Bordeaux.                  | Rambler. Wine-red flower.     | 11 | Mme. Cadeau Ramey.        | HT Rosy flesh.                |
| 5  | Beatrice.                  | HT. Dark, silvery rose.       | 7  | Mrs. David McKee.         | HT Creamy yellow.             |
| 9  | Carrissima.                | Climber. Pink flowers.        | 17 | Mrs. E.G. Hill.           | HT Coral-red and white.       |
| 8  | Comtesse Ici Hardegy.      | HT Carmine.                   | 13 | Mrs. Geo. W. Kershaw.     | HT Pink.                      |
| 5  | Crown Princess Cecilia.    | HT Pink.                      | 17 | Mrs. Hubert Tayior.       | T Shell-pink.                 |
| 5  | David Harum.               | HT Peachblow.                 | 12 | Mrs. Arthur Munt.         | HT Deep cream.                |
| 13 | Duchess of Westminster.    | HT Cherry.                    | 15 | Mrs. Conway Jones.        | HT White and pink             |
| 5  | Elise Heyman.              | T Chamois-yellow.             | 5  | Marquis de Sinety.        | HT Yellow.                    |
| 5  | Etienne Levet.             | Carmine-red.                  | 4  | May Miller.               | HT Peach and apricot.         |
| 5  | Frau Nicola Welter.        | Salmon-yellow.                | 3  | Princess Vera Oberlioni.  | HT White.                     |
| 16 | Fra Oberhofgartner Singer. | Pink.                         | 5  | Peerless.                 | HT White, pink center.        |
| 7  | Frau Rose Benary.          | HT Yellow.                    | 5  | Pius X.                   | HT Beautiful pink; fine form. |
| 12 | George Schwartz.           | T Bright-yellow.              | 5  | Philip Paulig.            | HP Deep pink; very large.     |
| 5  | Hugh Watson.               | HP Bright crimson.            | 5  | Prince Arthur.            | HP Crimson.                   |
| 9  | Jeanne Baricz.             | HT Pale salmon; large.        | 7  | Souv. de Stella Gray.     | T Deep orange.                |
| 9  | John Cuff.                 | HT Deep carmine.              | 5  | Souv. de Mme. G. Drevet.  | T Pearl-pink                  |
| 5  | J. H. Coates.              | HT Handsome white.            | 5  | The Orient.               | T Bright yellow.              |
| 14 | Lady Helen Vincent.        | HT Light rose.                | 5  | White Lady.               | HT Shining satiny white.      |
| 30 | Mme. E. Vicaro.            | T Brilliant Carmine.          | 5  | Yvonne Le Baron.          | HT Rosy pink.                 |
| 14 | Mme. Bertha de Zahoney.    | T Yellow.                     | 5  | Yvonne Vacherot.          | Porcelain white.              |



The garden of Mr. W. D. Cheney, Seattle, Washington, is famous in that state where Roses grow to such perfection. Mr. Cheney sent us the above picture to show what marvelous success he has had with plants purchased in 1910 from us. This picture is more convincing than pages of description, and shows what you can do by planting freely of our one-and two-year-old Rose plants.



This picture, reproduced from a photograph, and the following letter referring to it, are among the most valuable testimonials we have ever received in the course of our business experience, and we take the keenest pride in showing them here as convincing proofs that the Roses of New Castle are the best in the world for the home planter. The letter speaks for itself:

Denver, Colorado, October 25, 1911

Heller Brothers Company, New Castle, Indiana.

Gentlemen: "I am sending you today, via prepaid express, a very beautiful picture of a bunch of Roses picked October 1st from our garden, the bushes having been purchased from you at different times in the course of the last two or three years.

"In the background are American Beauties, while Jeannette Hellers, Killarneys, Robert Heller and Snowdrift furnish the foreground. I thought you might be interested, and that you would be pleased to frame the picture and hang it in your office, as I certainly think it deserves it. You can rest assured that I am very proud of the results obtained from the Rose bushes purchased from you.

"With kindest regards, I remain, Yours very truly, HUGH SHIELDS."

# Heller's Sure-to-Bloom Hardy Hybrid Tea Bush Roses

THESE great bush Roses have rapidly superseded all other classes for general planting because of their parentage, which is the result of cross fertilizations between the Hardy Hybrid Perpetual or "June Roses" and the Everblooming Tea Roses. From the "June Roses" they inherit the large, bold, handsome, exquisitely fragrant flowers, retaining in a marked degree their hardiness, so that they stand the severest winters without damage, and from the Tea Roses they have retained the free and constant blooming habit, together with the great variety of color found only in this class. They produce their gorgeous flowers without interruption throughout the entire growing season, making them the best of all Roses for general planting. Our collection is the largest and most varied in this country, and the list includes every new variety of merit now in cultivation. **All on their own roots**—true to name—once planted, practically permanent.

REMEMBER—the smallest plant we grow is produced in a pot not less than 3 and 3½ inches in diameter. There can be no comparison between our high-grade stock and the "thumb pot" plants commonly sent out as one-year-old plants.

## \*Antoine Rivoire

Will grow in almost any situation; strong and healthy. Always blooming. Flowers exquisite in form, large, double and fragrant; rosy flesh with yellow ground, shaded with border of carmine. The plant forms a big, vigorous bush, and is perfectly hardy in all climates. Good garden Rose.

\*ALICE ROOSEVELT It is red in the bud, deep pink when open; a fine bedder and hardy with protection.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.



Antoine Rivoire Rose



Franz Deegan Rose

## \*Franz Deegan

One of the Best of All Yellow Hardy Hybrid Tea Roses

In the open ground this Rose has made a better growth than any yellow Rose in our collection. We class it as one of the great free-blooming yellow varieties. Grows like the Cochet Roses, strong and vigorous; large, beautifully formed, double flowers, heavy petals, color deep yellow, very hardy and a magnificent Hybrid Tea garden Rose, all-round variety.

Price of all roses on this page, first size, strong, one-year-old plants, 15c. ea., any 4 for 50c.; special size 25c. ea., any 5 for \$1; extra-heavy 2-yr.-old plants, 40c. ea. **ALL ON OWN ROOTS.**

# THE ROSES OF NEWCASTLE

HARDY HYBRID TEA ROSES—Continued



BETTY—One of the Great Roses

\***AURORA**. Flowers are double, very large and full; petals imbricated. Color rich, bright pink in center, paler outside.

**ANGEL PELUFFO.** Buds of splendid shape; flowers immense and full; brilliant combinations of pink shades.

**BOADICEA.** A beautiful new variety. Deep rose-pink; fine, large double flowers, produced in amazing profusion on good, stiff stems. Buds long and pointed.

## \*Bessie Brown

This magnificent Rose, introduced here from Europe, has unsurpassed beauty of a totally distinct character, bearing large, full, deep and double flowers, on strong, erect stems. The plants are hardy and vigorous, producing flowers profusely in the open ground all through the summer. The color is almost pure white, though sometimes flushed with pink.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c. ea., any 4 for 50 cts.; special size, 25c. ea., any 5 for \$1, postpaid; extra-heavy, 2-yr-old plants, 40c. each. **ALL ON OWN ROOTS.**

SPECIAL NOTE—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

## \*Betty-- Dainty and Charming

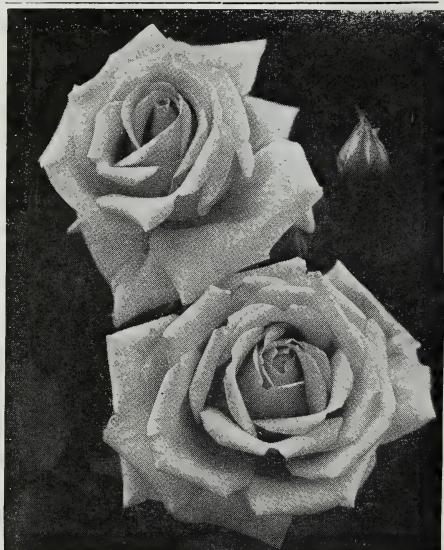
This splendid new Irish beauty is of the type of the world-famous *Killarney*, and the color is new and unique—ruby gold on coppery-rose, overspread with golden yellow. Extremely large flowers, long-pointed buds. Strong growing and extra-large, with heavy foliage. Blooms continuously throughout the season. Splendid in every way.

**ANGELA WELTER.** Creamy white, shaded yellow, fragrant flowers. Free bloomer.

**ANTOINE RESCHAL.** A splendid new foreign introduction. Full, double flowers produced in great profusion. Brilliant carmine shaded currant-red.

**CHERRY RIPE.** Flowers of medium size, light rosy crimson, well formed, globular, of branching habit, vigorous and hardy, and as free as a Tea Rose.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.



Bessie Brown Roses

HARDY HYBRID TEA ROSES—Continued

## Two Gorgeous Crimson Roses



Gruss an Teplitz Rose

### \*Gruss An Teplitz

#### The Sweetest and Richest Crimson Rose

Called by some growers Virginia R. Coxe. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson shaded with a dark velvety sheen, totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion throughout the whole growing season, in fact it is always in bloom. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect on the lawn or in the garden all summer through. A wonderfully strong, vigorous grower, actually attaining a height of 4 to 5 feet, perfectly hardy everywhere. Incomparable for fragrance.

**CHARLES J. GRAHAME.** Dazzling orange-crimson with unique shades. Vigorous growth; large, heavy foliage. Hardy.

**EARL OF WARWICK.** Soft salmon pink shaded in the center with vermillion. An excellent, strong, hardy garden Rose.

SPECIAL NOTE—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c. ea., any 4 for 50c.; special size, 25c. ea., any 5 for \$1 postpaid; extra-heavy, two-year-old plants, 40c. each. **ALL ON OWN ROOTS.**



Etoile de France Rose

### \*Etoile de France

#### Magnificent in Form and Coloring

Gorgeous, rich, velvety crimson; full, very large, double and cup-shaped Rose with fragrance that is deliciously exquisite. Plants form strong, upright bushes with splendid deep green foliage, and in the open ground it is particularly good, growing hardy and vigorous. As the weather grows cold towards fall the color becomes darker, until the flower is almost black, so deep and velvety are its crimson petals. It is pre-eminently the Rose for the masses. It is always in bloom from the earliest days of summer until November. There is no deep red Rose in our list we can recommend more highly.

**\*COUNTESS OF ANNESLEY.** Color distinct and difficult to describe, being rosy salmon suffused with old gold; highly perfumed. Blooms large, smooth and double, of great depth and substance.

**65c.**

Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size,

# THE ROSES OF NEW CASTLE

HARDY HYBRID TEA ROSES—Continued

## \*Dean Hole

We regard this beautiful new variety as one of the best Roses in this book; and it ought to be, bearing the name of one of the most delightful writers on the Rose of our time. Very free. Flowers large, measuring over six inches across, of great substance, fine form, and produced in wonderful profusion. Color silver carnation shaded with pink.

**MAGNAFRANO.** One of the grandest Roses in this book. A strong, upright grower, constant and profuse bloomer, with extra-large flowers, full, deep and double, deliciously scented. The color is bright, deep, shining rose, rich and handsome.

Prices of all Roses on this page, except where noted, one-year-old pot-plants, 15c. each, any 4 for 50c.; special size, 25c. each, any 5 for \$1, postpaid; extra-heavy, two-year-old plants, 40c. each. **ALL ON OWN ROOTS.**

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order **EARLY** as the Iron-clad or Star size.



Dean Hole Roses

## \*J. B. Clark

One of the largest of all Hybrid Tea Roses, and the strongest and healthiest-growing Rose we have ever seen, with splendid dark bronze-green foliage. The scarlet shaded blackish crimson. One-year-old pot-plants, 25c. each, 5 for \$1; larger size, 35c. each, 3 for \$1, postpaid; 2-year-old plants, 45c. each.

**\*FLORENCE PEMBERTON.** Creamy white, shaded Rose; petals bordered rosy salmon; flowers large, very full and beautifully formed.

**FRAU LILA RAUTENSTRAUCH.** Silvery pink, very large flowers; delightful fragrance. Exquisitely shaped, very full, high-pointed center.

**FRAU PETER LAMBERT.** Color rose curiously marbled pink. Very large and full, of perfect form and free-flowing. Desirable and unique.

**\*GEN. ROBERT E. LEE.** The flowers are large, full and very double; color yellow, changing into rich salmon tints as the weather becomes cooler.

## \*Helena Cambier

A variety of unusual beauty, with very double flowers of medium size. The colors are varying, ranging from salmon-rose to coppery rose, very often a handsome saffron hue. As the flowers expand, the color becomes lighter. A most remarkable sort in every respect.

The following letter shows that our old customers understand and appreciate the importance of sending in their orders early:

Heller Brothers Company,  
New Castle, Indiana.

Gentlemen:

As soon as your 1912 catalogue is ready for distribution I would be greatly pleased to receive a copy of the same, as I desire to place another order for Roses with you this coming spring, and would like to get my order in as early as possible so as to be sure to have the same reserved for me.

It is a great pleasure to me to be able to advise you that every one of the rose bushes you sent me last May lived and have given the best of satisfaction, and I assure you that any further orders I place for flowers will be given to your company.

Thanking you for past favors, I am  
Yours respectfully,  
**B. N. HADLEY,**  
Buffalo, N. Y. December 11, 1911.

HARDY HYBRID TEA ROSES—Continued

Mad. Abel  
Chatenay Rose



**\*Meteor** AN OLD FAVORITE  
Always IN DEMAND

Notwithstanding this famous old hardy favorite has long been grown, it still may be regarded as the most beautifully formed, brilliant velvety crimson variety now in cultivation. Beautiful buds and flowers, very large and exquisitely made. The bush is remarkably vigorous in growth, perfectly hardy and constantly in bloom.

**MADAME LEON PAIN.** Silvery salmon, center orange, reverse bright red and yellow.

**MISS KATE MOULTON.** Beautiful light pink. A grand new American sort of robust growth.

**\*MADAM JULES GROLEZ.** Distinct and charming. Soft, pure red; full form and attractive shape of the Kaiserin.

**MADAM CAROLINE TESTOUT.** One of the most popular Roses in its class, and undoubtedly one of the best for outdoor culture. Should be in every garden. Immense, large, clear pink flowers, full and double; beautiful buds. Very hardy.

Prices of all Roses on this page, strong one-year-old pot-plants, 15c. ea., any 4 for 50 cts.; special size, 25c. ea., any 5 for \$1. postpaid; extra-heavy, 2-yr.-old plants, 40c. each. **ALL ON OWN ROOTS.**

**\*Madame Abel Chatenay**

Rich in Coloring, Magnificent in Form

Further trials each year serve only to strengthen our belief that this is one of the greatest Hybrid Tea Roses of its type; color rosy carmine with darker shadings; reverse of petals pale salmon. Splendid in the open ground, where it is absolutely hardy. Beautifully formed flowers, full, deep and double. A strong grower and a free bloomer.

We urge liberal planting because of its splendid merits. Fine for cutting.

**\*Madame Philippe Rivoire**

A Superb New Hybrid Tea

New, distinct and beautiful. Color rich apricot yellow with light yellow center, shaded pale carmine. Strong, robust grower, each plant producing an enormous quantity of elegantly shaped, well-formed, large, deep, double flowers on strong, erect stems.

**MRS. ROBERT GARRETT.** Bright clear pink; free bloomer and strong grower, enormous buds and flowers almost as large as American Beauty.



Meteor Rose

# THE ROSES OF NEW CASTLE

HARDY HYBRID TEA ROSES—Continued

## Heller's Beautiful and Famous La France Roses



Type of Heller's Famous La France Roses

**YELLOW LA FRANCE.** (Madame Pernet Ducher). A bright canary-yellow Rose, with petals which seem cut out of thin sheets of very light gold.

**SPECIAL OFFER.**—One each of the entire collection of 5 La France Roses, extra-strong, one-year old pot-plants, 60c.; larger size, one plant each, 80c., postpaid; 2-yr.-old plants, 5 in all, \$1.75. All plants ON THEIR OWN ROOTS. Safe arrival and satisfaction guaranteed.

### \*La Detroit

This is one of the most delightful of all garden Roses, with beautiful delicate pink flowers, which for cutting cannot be excelled; they are large, full and double, sweetly scented and produced on long stems. Has splendid foliage, and the color is a delightful shade of delicate pink. Very hardy.

**SPECIAL NOTE.**—All Roses offered on this page are bush Roses and any size plant will bloom the first year--THIS YEAR--with the greatest freedom.

Price of all Roses on this page, strong one-year-old pot-plants, 15c. ea., any 4 for 50c; larger size, 25c. ea., any 5 for \$1, postpaid; extra-heavy, 2-yr.-old plants, 40c. each. **ALL ON OWN ROOTS.**

### \*Pink La France

#### A Glorious Favorite of the Home Garden

The color of this is an exquisite shade of silvery pink tinged with crimson. The buds are large, beautifully formed and the open flower exceedingly handsome, with fragrance that is simply delicious. In continuous bloom all summer and late into the fall until stopped by frost, and is perfectly hardy.

### \*WHITE LA FRANCE (Augustine Guinoisseau)

Silvery white, with the faintest tinge of rose blush buds and flowers are extra large and of splendid shape.

### \*RED LA FRANCE (Duchess of Albany)

It is much deeper in color than its pink sister, being a brilliant crimson, handsomely shaded.

**STRIPED LA FRANCE.** In all respects the same as the pink, except that its petals are beautifully striped with a deeper shade of rose pink.

### \*Perle Von Godesburg

Yellow Hybrid Tea Roses are all too scarce, and this splendid variety sent out from Germany as Yellow Kaiserin Augusta Victoria is extremely meritorious. Color is rich canary-yellow with light saffron shadings. A strong grower and free bloomer.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the iron-clad or Star size.

HARDY HYBRID TEA ROSES—Continued

## \*My Maryland

### Beautiful in Bud and Flower

A Rose of delightful color, distinctive shape and superfine quality which appeals to many on account of its name. In color it is an exquisite shade of pink, the buds and flowers being most beautifully formed and borne on long, stiff stems. The bush is extra strong, hardy and a most prodigious bloomer.

## \*Cardinal

This magnificent, deep, rich red Rose is a welcome and long-hoped-for addition to this class. Of American origin, it is the equal in form and color of any Rose in the list. Exceedingly free flowering; large, massive, full, double flowers, with exquisite fragrance. Color deep, rich crimson. Will thrive in almost any location.

## \*Triomphe de Pernet Pere

Originated by Jean Pernet, the celebrated French rosarian, who considers this the triumph of his life. Flowers large, with broad, thick petals, and long, pointed buds. Delicious tea fragrance. Color magenta-red, passing to bright crimson.

**JOSEPH HILL.** A fancy French Rose, with clean leathery foliage, long, stiff stems, flowers of immense size, buds long and pointed, monster blooms of the most beautiful shape, in clear shades of pure salmon, bright pink and gold. A very strong blooming variety.

**\*MRS. HARVEY THOMAS.** Carmine shaded coppery-red; base of petals canary-yellow. Strong-growing, hardy and free-flowering, producing in great abundance on long, stiff stems and large, full, double flowers. A distinct variety.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

Price of all Roses on this page, first size, strong, one-year-old plants, 15c. ea., any 4 for 50c.; larger size 25c., ea., any 5 for \$1; extra-heavy 2-yr.-old plants, 40c. ea. ALL ON OWN ROOTS.

SPECIAL NOTE—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

## \*Comtesse de Saze

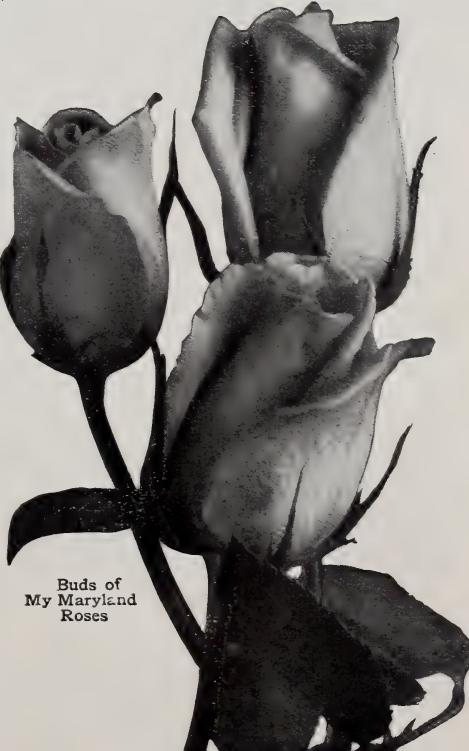
### Dainty White—Handsome Form

A most exquisitely formed Rose, deliciously fragrant and very free-flowering; of excellent strong-growing, hardy habit. Color is porcelain-white with shell shadings of delicate pink; exceedingly beautiful. A Rose that will do well in all sections.

**\*MADAME SIMONE BEAUMEZ.** Exceedingly large flowers of exquisite form; high-pointed center, outer petals beautiful reflexed. Flesh white with shining texture.

**MARSHALL FIELD** In the vicinity of Chicago this variety has become famous as one of the grandest pink sorts for cutting and open ground culture.

**MARICHU ZAYAS.** Very large, full and of perfectly imbricated form; highly fragrant; soft strawberry shaded brilliant rose.



# THE ROSES OF NEW CASTLE

HARDY HYBRID TEA ROSES—Continued

**SPECIAL NOTE**--All Roses offered on this page are bush Roses and any size plant will bloom the first year--THIS YEAR--with the greatest freedom.



Shipment of Roses came in due time and in fine condition and now, to see them growing one would not think they were only two weeks ago residents of New Castle. Many thanks for your prompt attention to my order.

MRS. J. E. JAMIESON,  
Yoakum, Texas, Apr. 15, 1911

## \*Rosemary The New and Beautiful Rose

This handsome Rose with the poetic name is one of the grandest flowers we have ever offered to our patrons. It is totally different from other varieties, bearing flowers of enormous size, with immense petals, absolutely double, on stiff, erect stems, in marvelous abundance.

## REINE MARGUERITE D'ITALIE.

Glossy carmine-scarlet, lightened with vermillion. Elegant buds and large, double flowers of great beauty and excellent form

## PRINCESS MARIE MERTSCHERSKY

Extremely large, full, double and exquisitely made. Deep pink in color.

**★PRINCE OF BULGARIA.** Large, massive, deep, double flowers. Color rosy flesh, lighter on inner petals, giving a novel yellow effect. A great beauty.

**★SOUV. DU PRESIDENT CARNOT.** Large, full, double, beautifully shaped flowers. Delicate rose blush, shaded a trifle deeper at the center.

**SOUVENIR DE WOOTTON.** Bright magenta-red, passing at the base to violet-crimson; richly shaded. Hardy.

Price on Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c.; larger size 25c. each, 5 for \$1, postpaid; strong, two-year-old plants 40c. each, by express. **ALL ON OWN ROOTS.**

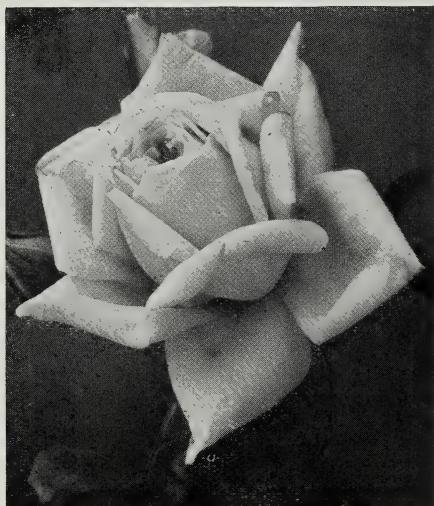
## \*Mad. Segond Weber

### A Charming Pink Rose

A beautiful new pink or salmon-flesh Hybrid Tea Rose which we consider one of the grandest novelties of recent years; the bud is long and pointed, opening into enormous bloom, which deepens its color until fully expanded, when it is as impressive as American Beauty. The bush is a fine, strong grower, splendid for growing indoors, while for bedding and planting in the open ground it is nothing short of magnificent. A wonderful new variety.

**65c.**

Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the iron-clad or Star size.



Mad. Segond Weber Rose

HARDY HYBRID TEA ROSES—Continued

## \*Kaiserin Augusta Victoria

### A Queenly White Rose

This marvelous Rose has had many rivals for the place it still retains as the greatest White, Hardy, Hybrid Tea Rose in existence. Strong, sturdy grower, flowering with the utmost freedom. It holds first place as the most popular of all white Roses for general planting. From early spring until late fall its glorious full-double flowers in all their perfection are produced continuously on long, stiff, erect stems; color delicate creamy white, with a delicious magnolia-like fragrance, exquisite buds, absolutely hardy.

**HENRI MARRELL.** Long, reddish yellow buds opening golden yellow, shaded with copper and reflexed with rosy salmon.

**IDEAL.** Bright pink, highly fragrant and constantly in bloom.

**\*LADY BATTERSEA**  
Beautiful cherry-crimson, permeated with pale orange; strong in growth; everblooming.

**LADY WENLOCK.** Large and very finely formed; color coppery apricot in center, shading to pale yellow. Very free in bloom.

**HON. INA BINGHAM.** A beautiful new Rose of purest pink and carried on rigid stems in wonderful abundance.

**\*FREIHERR VON MARSCHALL.** A large, full, beautifully shaped bright red Rose; hardy and everblooming.

**GROSSHERZOGIN ALEXANDRA.** Creamy yellow, large, full flowers; very fragrant; strong and constant bloomer.

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Price of all Roses on this page, first size, strong one-year-old plants, 15c. ea., any 4 for 50c; larger size, 25c. ea., any 5 for \$1., post-paid; extra-heavy, 2-yr.-old plants, 40 cents each, by express. **ALL ON OWN ROOTS.**

"If I had space in my yard, I certainly should have a fine bed of Jeannette Hellers for it is the finest Rose I ever saw."

J. M. MARTIN

Lexington, Kentucky, December 13, 1911.



**65c.**

Each by express—for a limited number of extra-large beautiful specimen plants now in pots of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one-and two-year-old plants of the variety unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

"I ordered a Jeannette Heller Rose from you last Spring and it is two feet tall now. It is the prettiest Rose and the best bloomer I know of."

MRS. B. H.ISENHOWER.

Salisbury, N. C., December 11, 1911.

# THE ROSES OF NEW CASTLE

HARDY HYBRID TEA ROSES—Continued



## \*Wellesley

A most magnificent garden Rose of a beautiful shade of pink; vigorous, healthy grower; remarkably free flowering, with fine keeping qualities; most valuable Rose for southern gardens.

**65c.**

Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one-and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

**T**HE size of a Rose is not so all-important. There is such a thing as a Rose being over-grown and too large to transplant. This we have found out to a certainty, and we grow the size of plants that we know will give the best results. Some of the finest Roses we have ever seen are the plants we set out here in the field along about the first of June. These are usually the smallest specimens of the first, or one-year-old, size, left over after the big rush of our spring trade. We set these plants out without any special care or atten-

## \*Queen Beatrice

### The \$30,000 Rose

This amount was said to have been paid for the original stock of this wonderful Rose, in which the blood of Madam Abel Chatenay and Liberty is blended. It is a Hybrid Tea, with color an intermediate shade between those of its two parents. When first opening it is much darker than the Bridesmaid, and gradually fades to the beautiful silvery pink of La France when the Rose is at its best. The form of the flower resembles that of Liberty, large, full and double. It is a strong and healthy grower and very free flowering. Delicately fragrant and a splendid keeper, it is ideal for cut-flower purposes.

## \*Madame Melaine Soupert

The strong, vigorous plants form symmetrical bushes, with an abundance of heavy, dark foliage, and the superb, large, globular flowers are borne on stiff, erect stems. The form is distinct and elegant, and the fragrance delicious. Color golden yellow suffused with faint shades of pink.

**SPECIAL NOTE**—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

Price of all Roses on this page, first size, strong, one-year-old plants, 15c. ea., any 4 for 50c.; larger size, 25c. ea., any 5 for \$1, postpaid; extra-heavy, 2-yr.-old plants, 40 cents each, by express. ALL ON OWN ROOTS.

tion, in ordinary soil without any fertilizer of any kind, and we have had here 40,000 of them in bloom at one time, presenting a gorgeous sight; and completing convincing us that, for general planting, there is no Rose in the world better than these plants of the one-year-old and special sizes.

**P**LANTING a Rose garden is different from buying a supply of ice. A Rose garden or any other plant is a permanent matter. It is not a passing fancy. If you plant good stock you will get the greatest possible amount of returns.

# Heller's Hardy Everblooming Tea Roses

The Oldest and Most Highly Cherished of all Roses

To this class of bush Roses—the hardy everblooming Teas—belongs all honor. Their reign in the estimation of Rose-lovers the whole world over has been long and enduring. Among them will be found many favorites of our grandmothers' gardens. They have been of inestimable value to the beginners in Rose culture.

Of strong, healthy, hardy habit of growth, they thrive splendidly in all parts of the country, blooming continuously, and with their handsome, deliciously perfumed flowers, their place in American gardens is secure and everlasting.

They are hardy pretty nearly everywhere, but where the winters are extremely severe, protect them carefully.

These beautiful Roses, because of their ease of propagation, are frequently sent out in weak, "one-eyed-cutting plants" in cheap collections, the "20 for \$1.00 kind." They are grown in small "thumb-pots," have weak root-action and, of course, fail to give satisfaction. These cheap collection Roses that are sent out in all sorts of premiums in connection with newspapers and magazine subscriptions rarely, if ever, are true to name, and they bring general dissatisfaction to all who plant them, thus doing a lasting injury to the legitimate Rose-grower who does not grow, much less sell, poor, weak slips or cuttings of these beautiful Roses.

We want to make it plain that we fill no premium offers for publications of any kind, do not grow cheap collection Roses, but we do grow and guarantee that our magnificent Roses are the best grown in America, sold at a price consistent with their value, sold under the guarantee that if they are not satisfactory when they are received, money paid for them will be refunded. In other words, we have a reputation to sustain and with our immense new equipment, we are in a position to make good, not only make good but to do a little better than we say. We carry only the choicest varieties of Roses, **all on their own roots**, absolutely true to name, and we especially recommend liberal planting of these beautiful hardy, everblooming Tea Roses, for we know the wonderful satisfaction they will give, and the supreme joy of growing Roses may be had in full.



Etoile de Lyon Rose

## \*Etoile de Lyon

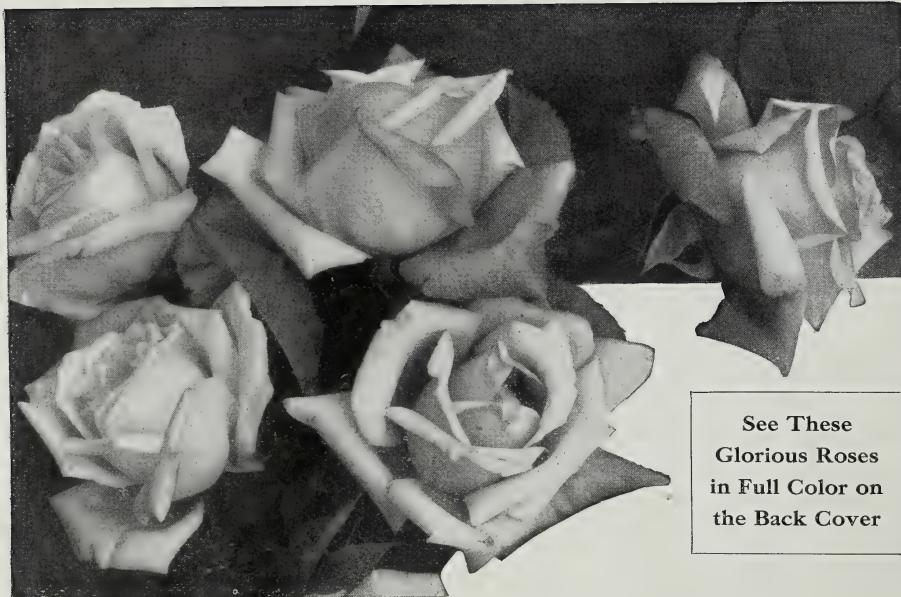
Magnificent golden yellow. One of the hardestiest of yellow Tea Roses. The plants make a strong, healthy growth and bear large flowers of excellent substance with astonishing freedom. The shape of the flowers is superb and in size they rival the well-known Marechal Niel.

## \*Bon Silene A Grand Old Rose

No new variety has superseded this Rose since its introduction in 1839. The color is deep rose, changing to pale light rose. This variety cannot be surpassed for bouquets and decorative purposes. In the open ground it grows to perfection, producing large crops of beautiful flowers from early spring until late in autumn.

Price of all Roses on this page, strong, one-year-old pot-plants, 15c. each, any 4 for 50c.; larger size, 20c. each, any 6 for \$1, postpaid; extra-heavy, two-year-old plants, 35c. each; still large plants, star size 65c. each. **ALL ON OWN ROOTS.**

**SPECIAL NOTE--**All Roses offered on this page are bush Roses and any size plant will bloom the first year--**THIS YEAR--with the greatest freedom.**



See These  
Glorious Roses  
in Full Color on  
the Back Cover

## Superb Hardy Cochet Roses

The Cochet Roses are the greatest of all hardy, everblooming Roses. No matter where you live, they are hardy, thriving vigorously and blooming with the utmost lavishness all summer through and making strong, sturdy bushes which last for years. The flowers are superb. The Cochet Roses, because of their wonderful merit, are a specialty with us.

### \*Pink Maman Cochet

Called by some the Queen of all Pink Garden Roses, as it is one of the handsomest in our whole list. Its large, full and firm buds show wonderful depth and richness of color as they open into very large, perfectly double flowers of splendid substance. Color is a clear, rich pink, changing to silvery rose.

### \*White Maman Cochet

In shape and size like its parent, the Pink Cochet, but of a snowy white, occasionally tinged with a pale blush. Really one of the finest white Roses for open-ground culture.

First size, magnificent one-year-old plants, of any of the Cochet Roses, 15c. ea., any 5 for 65c.; larger size, 20c. ea., any 5 for 90c., postpaid; extra-heavy, two-year-old plants, 40c. ea.; still larger, splendid plants, Star or Iron-clad size, 65c. each, by express. Order early. The demand for these wonderful Cochet Roses is enormous.

**SPECIAL OFFER** One each of this famous Cochet Rose Set, one-year-old plants, 65c.; larger size, 5 in all, 90c., postpaid; the entire collection in large, two-year-old plants, \$1.65, by express.

### \*Red Maman Cochet

(Helen Gould)

A great red Rose, and produces magnificent flowers in wonderful profusion on long, strong stems. Flowers are very full, and of splendid substance; in color a warm crimson.

### \*Crimson Maman Cochet

(Etoile de France).

This is without doubt one of the sweetest and best hardy Hybrid Tea Roses of its class and color. The plant grows to a strong, sturdy bush, and bears immense quantities of handsomely formed, deep, velvety crimson Roses of exquisite fragrance.

### \*Yellow Maman Cochet

In shape, size and substance this is a typical Cochet Rose except that it is of a deep, silvery yellow. It has long been considered one of the very finest yellow Roses.

# HELLER BROS. CO., NEWCASTLE, IND.

HARDY EVERBLOOMING TEA ROSES—Continued

## \*Bridesmaid

One of the most beautiful of all Pink Tea Roses

This variety is valuable for cutting and does finely in the open ground; a sport from the old and popular pink Tea, Catherine Mermet, but of a fine, clear dark pink, much deeper and more constant in color on grower, bearing its flowers on long, sturdy stems. Altogether one of the finest than Mermet. The bush is a strong, vigorous Roses for garden culture and one which is a universal favorite for all occasions.

The box of Rose plants arrived in perfectly good condition, and are strong, fine plants. I thank you for kindly sending me an extra Rose. I will tell my friends to buy "The Roses of New Castle." MRS. HARRIET ROUSH  
Red Bluff, Calif., Nov. 2, 1911.



Bridesmaid Rose

**\*PAPA GONTIER** A splendid Rose for all purposes, with immense buds and magnificent flowers; color rich cherry-red, passing to clear, glowing crimson. A strong, vigorous grower and constant bloomer. One of the very best and most valuable of all the red Roses in our list, both for open ground and greenhouse culture.

Prices of all Roses on this page, strong one-year-old pot plants, 15c. each, any four for 50c.; larger size, 20c. each, any 6 for \$1, postpaid; extra heavy, 2-year-old plants 35c. each, any 6 for \$2.  
—ALL ON OWN ROOTS.

## \*The Bride

A Standard Whise Rose of Exquisite form and color

There is no other white Rose more satisfactory than The Bride. The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. It is of a strong and healthy growth; and a profuse bloomer. Its blooms are of the most suitable form and quality for cut-flowers.



The Bride Rose

**\*SAFRANO.** Valued very highly for its beautiful buds and handsome flowers. Bright apricot-yellow passing to orange and fawn, sometimes tinted with rose. It is a variety especially adapted to outdoor planting; vigorous and healthy, and has the force necessary to produce continuous flowers until late in autumn.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

**SPECIAL NOTE**—All Roses offered on this page are bush Roses and any size plant will bloom the first year. THIS YEAR—with the greatest freedom.

# THE ROSES OF NEW CASTLE

HARDY EVERBLOOMING TEA ROSES—Continued

## A Magnificent New Rose—<sup>★</sup>Mrs. A. Byass

A truly wonderful Rose almost impossible to describe. The color is rosy red shaded crimson, sometimes blotched with pale rose and white, an effect at once new and beautiful. Flowers very large and full, produced in great abundance on long stems. Strong growing, free blooming. Superb garden Rose.

### <sup>★</sup>Madam Constant Soupert

A handsome new Rose lately introduced but has already become popular. It makes a handsome bush with long, stiff stems covered with the finest kind of dark foliage and bearing magnificent, deep golden yellow flowers, tinted and shaded with rosy peach.

### <sup>★</sup>Madam Hoste

A most exquisitely formed Rose of a soft, light canary-yellow, deepening in the center to pure golden yellow, beautifully flushed with pale amber. Edge and reverse of petals creamy white. Hardy, vigorous and always in bloom.

**SPECIAL NOTE.**—All Roses offered on this page are bush Roses, and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.



Mrs. A. Byass Rose



Mrs. B. R. Cant Rose

### <sup>★</sup>Mrs. B. R. Cant

#### A GREAT NEW ROSE

This beautiful new Rose, of English origin, we especially recommend for outdoor cultivation as one of the best, if not the best Rose of its class and color now in cultivation. One of the kind that we cannot have too many of. It is not excelled in growth by any Rose we know unless it be *Jeannette Heller*, the strongest growing of all Roses. Exceedingly hardy, producing in marvelous profusion deep crimson-pink flowers, perfectly double; delightfully fragrant. Buds large, pointed and beautiful.

Price of all Roses on this page, strong one-year-old pot-plants, 15c. ea., any 4 for 50c.; larger size 20c. ea., any 6 for \$1, postpaid; extra heavy, 2-yr.-old plants, 35c. ea. **ALL ON OWN ROOTS.**

**65c.** Each by express—for a limited number of extra-large beautiful specimen plants, now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one-and two-year old plants of the same variety unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

HARDY EVERBLOOMING TEA ROSES—Continued



Madam Heintz Rose

### Marie Van Houtte

#### ONE OF THE FINEST WHITE ROSES

A most beautiful Tea Rose, a strong, sturdy grower, blooming constantly, with great freedom. The color of the flowers, which are full and double, is pale canary-yellow, passing to rich, creamy white, shaded with pale rose. Well known and always popular.

**\*HELEN GOULD (Red Maman Cochet).** A rich, warm, rosy crimson Rose, very full and large, and borne on long, stiff stems; two-year-old plants, 40c. each. See color plate on back cover.

### Frances E. Willard

A beautiful white Rose of large size, perfect form and exquisite fragrance. The bush is strong, sturdy and erect, and very abundant and constant in bloom. One of the most popular of the white Tea Roses, and in its loveliness typical of the good woman for whom it is named.

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### \*Madam Heintz

#### A BEAUTIFUL YELLOW ROSE

We have given this lovely new yellow Tea Rose an exhaustive trial and we are now ready to pronounce it one of the very finest out-door Roses in our entire list. A strong, healthy grower, even in the poorest locations, with a new and distinct coloring effect—pale saffron yellow, sometimes slightly shaded with carmine. Bears quantities of large double flowers, which can be cut almost daily throughout the entire growing season so free-flowering is the habit of the plant. Very hardy. Unusually good.

**65c.**

Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

I bought three Rose bushes from you in May. They were the largest—three-year-old, I guess. We wanted them to bloom this summer. They have and are. One Jeannette Heller, one Robert Heller which is just in bloom, two Roses coming out. Also one Killarney pink bush. It has bloomed very well since August. There are four buds on now. This is remarkable for this climate and latitude.

MISS GERTRUDE LUCAS.  
Oil City, Pa., October 18, 1911.



Marie Van Houtte Roses

# THE ROSES OF NEW CASTLE

HARDY EVERBLOOMING TEA ROSES—Continued.



Souvenir de Pierre Notting Rose

## \*Mrs. Dudley Cross

Pale chamois or rosy yellow, beautifully illuminated deeper rainbow tints or rose and crimson. Strong-growing, vigorous, healthy and wonderfully free blooming, making it a splendid Rose for open-ground culture. None better for bedding.

**\*MARION DINGEE.** The darkest, most richly colored Tea Rose known. Blooms in constant profusion throughout the season. Color, deep, brilliant crimson.

**NITA WELDON.** New everblooming Tea Rose, a great beauty, ivory-white, tinted blush on the edges of the petals, indescribably sweet and charming.

Price—All Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c.; larger size, 20c. each, 6 for \$1; postpaid; strong, two-year-old plants, 35c. each. **ALL ON OWN ROOTS.**

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the Iron-clad or Star size.

## \*Souvenir de Pierre Notting

Marvelously beautiful flowers of the Manon Cochet type, very large and well filled, opening beautiful clear apricot - yellow tinged with golden, mixed with orange yellow, edges of petals shaded carmine-rose. Truly a gorgeous effect. The bush is strong and upright in growth, with heavy canes, and bears a great profusion of these magnificent Roses all summer long. It can always be depended upon for a supply of cut-flowers.

**\*SOUV. DE CATHERINE GUILLOT.** Coppery carmine shaded with pinkish orange. Most magnificent in size and color effect. The bush is sturdy, stout and vigorous, and always in bloom.

"I want to let you know how my plants come along. I received them the 24th of May and put them out the same day. I had a fine bed for them. I have never lost one plant. From my Jeannette Heller I have had five blooms. They are dandies and there are more coming. On the Crimson Rambler, everblooming, there are two bunches of buds. They grow like weeds."

CHAS. A. HATHAWAY.

Swampscott, Mass., July 17, 1911.

**SPECIAL NOTE**--All Roses offered on this page are bush Roses and any size plant will bloom the first year--**THIS YEAR**--with the greatest freedom.



Mrs. Dudley Cross Rose

HARDY EVERBLOOMING TEA ROSES—Continued



Sunrise Rose  
★Sunrise

**BEAUTIFUL AND WELL NAMED**

Everyone upon seeing this charming new variety in bloom for the first time invariably is carried away with the dazzling color effect—a color absolutely new, the buds showing the brilliant colors seen in no other Rose—scarlet and yellow to orange and copper; veritably a gorgeous combination of colors rivaling the sunrise of a summer day. Free blooming with beautiful large, double flowers. The foliage is also new and distinct, heavy and leathery, free from insects, and has all the colors of autumn—old gold, red and crimson. As yet scarce. Order early.

★**SUNSET.** A strong, vigorous grower and free bloomer. Color rich golden amber or gold, shaded with dark ruby-crimson, producing a sunset effect.

Price of Roses on this page, strong, one-year-old plants, 15c each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old plants, 35c. each.

**65c.** Each by express—for a limited number of extra large, beautiful specimen plants now in pots, of all Roses marked with a star. These handsome plants (easily worth \$1.00) are the particular pride of our Superintendent. This is his sale. When the stock is exhausted the value will be given in large one- and two-year-old plants of the same variety, unless you advise otherwise. Please order EARLY as the iron-clad or Star size.

**\*Perle des Jardins**  
**A GRAND OLD FAVORITE**

This magnificent Rose still holds its position as one of the most exquisite and beautiful of its color ever introduced, and the demand for it is constantly increasing as its great value becomes known. Color a beautiful shade of clear golden yellow, entirely distinct from any other variety; flowers large, full, globular form, with great depth. A strong, dwarf grower.

★**E. T. COOK.** New and distinct. Color, beautiful pale primrose-yellow suffused with pink as the flowers expand. Very large; extra full, handsome shape; petals reflexed at the edges; blooms produced in large clusters.

**\*Duchesse de Brabant**

A most beautiful Rose of a fine shade of soft, rosy pink, which deepens to bright rose. The bush is extra hardy and vigorous in growth, blooming constantly.

**SPECIAL NOTE**--All Roses offered on this page are bush Roses and any ~~one~~ plant will bloom the first year--THIS YEAR--with the greatest freedom.



Perle des Jardins Rose

# THE ROSES OF NEW CASTLE

HARDY EVERBLOOMING TEA ROSES—Continued

## \*Blumenschmidt

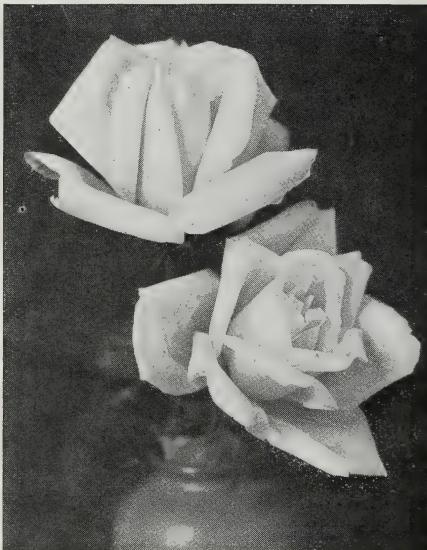
### AS DESIRABLE AS THE COCHET ROSES

We recommend this superb new Rose as one of the finest introductions in years. Has the same strong, clean habit of growth as the Cochets—the most famous of all garden Roses. Glows with its wealth of citron-yellow flowers, each petal of which is edged with dainty rose. The individual flowers are large, deep, and double; beautifully formed. The bushes are strong, vigorous growers and bear their lovely flowers in the greatest abundance. Very hardy.

**\*MARIE GUILLOT.** Pure white, sometimes faintly tinged pale yellow. Flowers very large, full and double, sweetly fragrant.

**\*MALMAISON.** Rich, creamy flesh, distinctly and elegantly shaded clear peachy red, with a rose center; flowers very large, perfectly double and deliciously fragrant.

SPECIAL NOTE—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.



Blumenschmidt Roses

## \*Ivory

### A QUEEN AMONG WHITE ROSES

Golden Gate, known as the "White House Rose," has long been one of our best Roses, not only for outdoor planting but for cutting under glass. This beautiful newcomer is an offspring and identical with its parent variety, Golden Gate, except in color, which is ivory-white. Buds are of elegant shape, long and pointed; flowers full and double, with substantial petals, sturdy in growth, free flowering, with long, stiff stems.

## \*Golden Gate

This magnificent Rose has been freely used in the decorations at the White House; hence it is often called "The White House Rose." Color rich, creamy white, shaded with golden yellow and clear rose, of indescribable beauty. It is immense in size, finely formed, with long and beautiful buds.



Ivory Rose

"Herewith inclosed find an order for \$9.00. My Roses, which I received of you this last Spring and two years ago are just fine. Have over thirty different specimens. The cannae, peonies and chrysanthemums are all I could ask for. Am anticipating a large order for your Roses next Spring."

J. P. FARNSWORTH,

Topeka, Kansas, October 24th, 1911.

Price of Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c.; larger size, 20c. each postpaid; strong, two-year-old plants, 35c. each; still larger plants, in star or Iron-clad size, of all varieties indicated by a Star, 65 cts. each, by express. ALL ON OWN ROOTS.

# Heller's Dependable Bourbon and Polyantha Bedding Roses

## \*Clotilde Soupert

### A FAVORITE OLD-FASHIONED BEDDING ROSE

While this is one of the very old Roses, it still retains its great popularity by reason of its wonderful blooming qualities and exquisitely formed, daintily colored flowers. The Roses are flat in shape, very full of petals, ivory-white on the outer edges and shading to a lovely silvery rose in the center. The bush is strong, stout and vigorous in growth, forming a large plant and is constantly in bloom from early in the summer until frost. For making a large bed of one variety, no better Rose in our whole list could be used.

\*PINK SOUPERT. A delightful Polyantha. Identical with Clotilde Soupert, except in color of flower, which is clear, lively pink.

\*MADAM EUGENE MARLITT. Large, full, double flowers of exquisite fragrance. Blooms all the time and is as hardy as a Hybrid Perpetual.

\*CHAMPION OF THE WORLD. A free-blooming Bourbon Rose. Flowers of large size; color lovely, clear, deep pink. One of the greatest of all old-fashioned bedding Roses. It is always in bloom and makes a glorious show in the garden all summer long.

\*HERMOSA. The favorite Bourbon Rose of the old-time gardens, and just as popular to-day; blooms in fine clusters; large, very double and fragrant; color beautiful clear rose; a constant bloomer; hardy.

\*QUEEN'S SCARLET. The best of all the Bourbon Roses. Constant and profuse bloomer. Color rich, velvety scarlet; very brilliant and striking. Excellent Rose for bedding.

## Miscellaneous Everblooming Tea Roses

The following few varieties we are compelled merely to mention by name by reason of a lack of room. These are all of the very highest quality and many of them will be recognized as universal favorites. No mistake can be made in sending for any of this list, as they are among the very best varieties of the Hardy Everblooming Teas, and we know they will give positive delight to anyone so fortunate as to possess them.

MME. CUSIN. Bright purplish crimson; fragrant.

\*MAD. DE WATTEVILLE. The Tulip Rose. Creamy yellow with rose blush.

MAD. VERMOREL. Buff with carmine shadings.

\*HELEN GOOD. Pale yellow mixed with pink.

MAD. JEAN DUPUY. Golden yellow; very fragrant.

MAD. LAURA DUPONT. Carmine-red.

\*BEAUTE INCONSTANTE. Vari-colored, orange-carmine.

NELLIE JOHNSTONE. Pink, shot with violet.

\*MRS. E. MAWLEY. Bright, shining pink.

MAD. MARGOTTIN. Citron-yellow, red center.

SOMBRIEUL. White, edged silvery rose.

\*BURBANK. Crimson; fragrant and very large.

EMPEROR OF RUSSIA. Delicate pink; very free.

MARIE GOTHA. Creamy white; very large.

Price of all Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c; larger size, 20c. each postpaid; strong, two-year-old plants, 35c. each; still larger plants, in Iron-clad or Star size, of the varieties indicated by a star, 65c. each by express.

SPECIAL NOTE—All Roses offered on this page are bush Roses and any size plant will bloom the first year—THIS YEAR—with the greatest freedom.

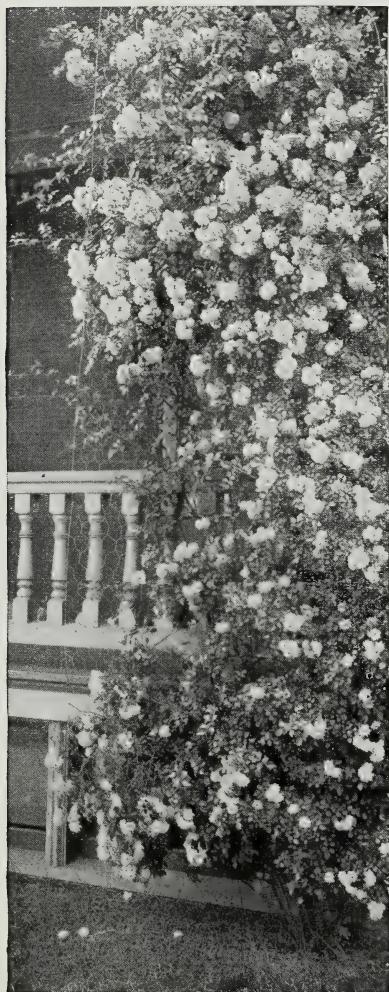
If you plant our stock, you must either be satisfied with the goods when they are received or you can have them immediately duplicated or money refunded whichever you prefer. If you buy department store Roses and Roses from itinerant nursery agents, you have no redress. You pay a high price and must be satisfied whether the plants please you or not. We invite a comparison always between our goods and anyone else's. We will abide by the result of the trial as to whether or not we get your approval and your patronage.

# THE ROSES OF NEW CASTLE

## Hardy Climbing and Rambler Roses

THESE are the Roses so necessary for the home, giving to it, no matter how humble or pretentious, a touch of beauty not to be had by any other form of adornment.

They have also a most useful side, in that they give most delightful and refreshing shade when used on the porch, veranda or pergola. They are used very extensively in covering unsightly spots in the grounds, for screening outbuildings and for trailing down over embankments. For this purpose the Roses described below are invaluable, as the foliage is dark and glossy, and is not subject to insect attacks. Hardy everywhere.



Alberic Barbier, the Great Climbing Rose

### \*Alberic Barbier

#### A Great New Yellow Climbing Rose

This is the very best hardy yellow Climbing Rose in cultivation and should be in every garden. Will grow in almost any soil or situation, good or bad. Entirely free from insect attacks, with beautiful, heavy, waxy foliage, which shines as if varnished. The beautiful yellow flowers are unusually full and double, and are produced sometimes singly and sometimes in clusters, with the utmost freedom.

#### THE WONDERFUL WICHURIANA ROSES

★DEBUTANTE. Clusters of pink double flowers, in July, September and October.

★EVANGELINE. White single flowers, with tips of petals shaded pink. Vigorous grower.

★HIAWATHA. Glowing ruby-crimson, single flowers with petals shading to pure white at base.

★LA FIAMMA. Dark, glossy green foliage, flowers crimson and white.

★MINNEHAHA. Beautiful foliage and elegant clusters of double satiny pink flowers produced in wonderful abundance.

★NEWPORT FAIRY. Is a strong, sturdy grower, with lovely, deep pink, single flowers. Perfectly hardy, strong and vigorous.

★SWEETHEART. Bright pink shading to soft white when expanded. Hardy and vigorous.

### \*Crimson Rambler

So popular is this variety that no up-to-date home where Roses can be grown is complete without it. It is a rapid grower, producing in marvelous profusion in immense large clusters, its beautiful, rich, glowing crimson flowers, so that the plant when in full bloom is a vivid crimson mass of beauty. Absolutely hardy in all sections of the country. Desirable, too, for growing in bush form or for pot plants. All our stock is on its own roots.

Price of all Roses on this page, strong, one-year-old pot-plants, 15c. each., any 4 for 50c.; larger size, 20c. ea. any 6 for \$1, postpaid; extra-heavy, 2-yr.-old plants, 40c. ea.; still larger plants, in Iron-clad or Star size, (marked with a star) 65c. each—limited quantity. ALL ON OWN ROOTS.

HARDY CLIMBING AND RAMBLER ROSES.—Continued

**★Philadelphia Crimson  
Rambler**

This variety of Crimson Rambler has become one of the most popular on account of its improvement over the old form of the same variety. Its flowers are deeper in color but brighter in effect, being a more vivid crimson. They are borne in magnificent clusters, and bloom earlier in the season. The foliage is handsome in shape and retains its bright, fresh green color all season. The plant is absolutely hardy in all parts of the country and is wonderfully swift and thrifty in growth.

**★WHITE RAMBLER.** (*Thalia*) Flowers pure white, sometimes tinted with blush.

**★YELLOW RAMBLER.** (*Aglaia*) Flowers deep yellow and very fragrant.

**★American Pillar**

A new climber which has sprung into great popularity. It is of extremely vigorous habit of growth, the bushes being clothed in lively green from earliest spring until late in the fall. It has a profusion of bright pink, semi-double flowers in clusters and are followed by large clusters of attractive red berries, which are highly ornamental.

**★LYON RAMBLER.** Immense, bright pink clusters; plant extremely vigorous.

**★Lady Gay**

Deep, rich, rosy pink flowers. The plants are hardy and vigorous; foliage dark glossy green. It forms large, loose trusses, containing from fifty to one hundred brilliant flowers and elegant buds.

**★LILY ITO.** Very characteristic Japanese Rambler. Small, but perfectly shaped flowers; small, bright green foliage.

**MRS. F. M. FLIGHT.** Pink with white centre. Magnificent, large trusses. Flowers semi-double.

**★TRIER.** Pale pink, changing to white. An everblooming Rambler of strong growth.

**BALTIMORE BELLE.** Pale blush, variegated carmine rose and white. Very double flowers in beautiful clusters.

**★PRAIRIE QUEEN.** Bright rosy red. Clusters of compact, globular flowers, which are very double and full. An old-time favorite.

**★Tausendschon**

A sensational new climbing Rose, producing on the same bush so many different colored flowers that it is impossible to describe the variations, hence the very fitting name, "Thousand Beauties." Blooming profusely from the beginning of June until the last of July, the double flowers appear in large clusters. The colors run from delicate balsam or tender rose through the intermediae shades of bright rose and carmine, with white and yellow tints showing. There is no other Rose in cultivation like it. It is a strong grower, with but few thorns, and absolutely hardy.



Tausendschon, or Thousand Beauties Rose

Price on all Roses on this page, strong, one-year-old pot-plants, 15c. each, any 4 for 50c.; larger size, 25c. each, any 6 for \$1. postpaid; extra-heavy, two-year-old plants, 40c. each; still larger plants, in Star or Iron-clad size, of varieties indicated by a Star, 65c. each. ALL ON OWN ROOTS.

# THE ROSES OF NEW CASTLE

## The Lovely Killarney Roses

### PINK—WHITE—CLIMBING

(See photographic illustration of these three magnificent Roses in colors opposite.)

Of all the exquisitely beautiful and useful Roses introduced of later years, these beautiful Killarney Roses have made a place in the homes and the hearts of Rose-lovers the world over that has not been equaled by any Rose, with the exception of **Jeanette Heller**, since this business was established. Anyone who has never seen the Killarney Roses and the peculiar charm that they possess will find no word picture or colored photograph sufficiently accurate and comprehensive to properly describe them. They are among the most beautiful Roses now known.

The first introduction, Pink Killarney, came to us many years ago from the famous Irish Rose-growers, Alexander Dickson's Sons, and since, bearing as it did the romantic name of Killarney, conjuring up in one's mind all the charms of the beautiful lakes after which it was named with "its emerald isles and winding bays," much was expected from it. It has surpassed all expectations. From the Great Lakes to the Gulf these beautiful Roses have found an abiding, permanent place in the affections of all Rose-lovers. They have every requisite that a perfect Rose should have,—magnificent, sturdy habit of growth, beautiful, enduring foliage, exquisite flowers, delicious fragrance, freedom of bloom, hardiness and, above all, a peculiar charm entirely their own and found in no other Rose.

**SPECIAL OFFER**—One each, strong, one-year-old pot-plants, three Killarney Roses, Pink, White and Climbing, 50c.; larger size 80c., postpaid; two-year-old plants, three in all, \$1.40; Iron-clad or Star size, three varieties, \$2.00, by express.

#### Pink Killarney

This, the original introduction, is a beautiful Hybrid Tea Bush Rose; strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers that are simply exquisite in form and color; the bud is exceedingly long and the flowers immense in size; color deep, brilliant, sparkling, shell-pink; hardy everywhere. The bush is magnificent in growth, of good size and bears its beautiful burden of flowers constantly all summer.

#### White Killarney

Identical with the parent variety, Pink Killarney, of which it is an offspring, except in color, which is glistening white. Like Pink Killarney, its great charm lies in the beautiful shape of its buds, so distinctive that everyone recognizes it as a Killarney by its shape. Enormous flowers, deliciously scented, and a new addition for which old Mother Nature is devoutly to be thanked.

Price of the Killarney Roses described on this page, strong, one-year-old pot-plants, 20c. each, 6 for \$1; larger size, 30c. each, 4 for \$1, postpaid. Large two-year-old plants, 50c. each; still larger, extra-heavy plants, Star or Iron clad size, 75c. each, by express.

"Out of the 302 Roses you sent to us last Spring, we now have 300 growing and full of bloom. Your Jeannette Heller is a good one."

Arizona, November 24, 1911.

J. E. LOGAN.

#### Climbing Pink Killarney

We claim the distinction of bringing this variety into prominence, and there is no Rose in the climbing class to compare with it. Hardy and everblooming, it is in a class of its own and has no rival; a strong, rapid grower, growing to perfection in the open ground, throwing up shoots ten to fifteen feet high in a single season. It produces its glorious blooms continuously throughout the year. Flowers are magnificent and immense, long, pointed buds with massive petals opening to flowers of enormous size, color brilliant, sparkling shell-pink, deliciously fragrant; absolutely the best climbing Rose for all purposes known; hardy everywhere.

We have prepared an immense stock of all these famous Killarney Roses in the hope that we will have sufficient to meet the demand. **Heretofore the demand has more than exceeded the supply causing disappointment both to our customers and ourselves. We urge early orders that we may reserve the plants for you.**

# THE THREE GREAT HARDY EVERBLOOMING KILLARNEY ROSES

ALL GEMS  
OF THE  
GARDEN

*See Opposite Page*

White  
Killarney



Climbing  
Killarney

The Sweetest of All Roses

ROSE  
SPECIALISTS

MRS. DAVID JARDINE  
A New, Most Beautiful, Hardy,  
Exquisitely Fragrant, Everblooming  
Hybrid Tea Rose. SEE PAGE 55



HELLER BROTHERS COMPANY  
New Castle, Indiana

# One of the Most Exquisite of All Roses

## Dainty, Handsome Mrs. David Jardine

### A Beautiful, Hardy, Everblooming Pink Bush Rose

(See the photographic illustration of this beautiful Rose in full color on the opposite page.)

An exquisite new Hybrid Tea of a shade of brilliant pink not equaled by any other Rose. The color varies from a deep shade in the center to an exquisite salmon tint on the outer petals, with a peculiarly soft, pastel effect. Its petals exhale a fragrance only to be compared to the famous Attar of Roses. The lasting quality of the flowers when cut is marvelous. They have been known to keep in perfect condition more than a week in water. The bush is a wonderfully vigorous grower, absolutely hardy everywhere, bearing its flowers in great profusion all summer.

Strong, one-year-old pot-plants, 20c. each, 6 for \$1; larger size, 30c. each, 4 for \$1, postpaid; extra-large two-year-old plants, 45c. each; still larger plants, limited quantity, in Star or Iron-clad size, 65c. each, by express.

### A Few Miscellaneous Roses of Great Merit

#### Lyon Rose

##### The State Flower of Oregon

One of the finest of the fancy Roses with large, double flowers of a beautiful shrimp-pink, the edges of the petals being tinged with coral-red. The bush soon forms a large specimen which is in constant bloom. Low-budded, dormant, three-year-old, imported plants, \$1 each, \$10 per dozen.

#### English Sweetbrier

An exceedingly sweet Rose of poetic memories, with bright pink, single flowers and very fragrant foliage, sometimes perfuming the whole neighborhood. First size plants, 25c. each, 5 for \$1; two-year-old plants, 50c. each; three-year-old plants, 75c. each.

#### Harrison's Yellow

The old standard yellow Rose, which is a favorite with many growers. It is one of the finest, beautiful, deep yellow, hardy Roses grown, forming a splendid, vigorous bush. Low-budded, three-year-old plants only, 75c. each, \$8 per dozen.

#### Persian Yellow

A handsome yellow Rose, little lighter in color than the former, but with the same vigor of growth. Low-budded, three-year-old plants only, 75c. each, \$8 per dozen.

Oh, my lovely Rose bed! It has been blooming all summer. Jeannette Heller, the specimen Rose at 85 cents, has had dozens of the most beautiful Roses I ever saw.

MRS. JOHN H. DENNIS.  
Chicago, Ill., October 12, 1911.

### Wherein Our Roses Are Different

There is a class of plants sometimes offered at high prices, that are sold as three and four-year-old plants and these are plants that have been grown for their flowers. They have had the life forced out of them and have served their purpose. They are not worth the express charges on them. One of our two-year-old plants is worth ten times as much as one of these plants; in fact, there is no comparison, and yet the price of our average two-year-old plant is one-half what is usually asked for these broken-down specimens. Our two-year-old plants are the best in the world for you to plant.

We don't allow our Rose plants to bloom. The buds are pinched off as fast as they appear. Girls are employed for this special purpose, and each day if the plants show a bud, this bud is removed, thus conserving the strength of the plant, so that when you get a plant it is almost bursting with the desire so produce its flower in beautiful abundance. This one feature alone of pinching off the buds is not done in any other Rose-growing establishment we have ever heard of. These are the details of the business involving care and attention, which have made our roses what they are.

"I have thought for some time to write you, to say the Roses I bought of you have proven splendidly satisfactory, the blooms being out in the open was just as fine as the professional Rose-grower gets. The Robert Heller and Jeannette Heller and American Beauty blooms were certainly great--in fact, entirely perfect and satisfactory. It is true I lost some few, but that is to be expected, I presume, although I planted them the morning they arrived; but I am so well pleased that I shall send you another order for spring planting, and I certainly believe I have at last found a place to get Roses that are true to name and the right kind of goods that please."

Peabody, Kansas, October 11, 1911.

N. A. BANSLIN.

# THE ROSES OF NEWCASTLE

CLIMBING ROSES—Continued



Mrs. Robert Peary Climbing Rose

## Heller's Special Hardy Climbing Roses

### **\*MRS. ROBT. PEARY**

The Greatest of All White, Hardy, Everblooming Climbing Roses

### **CLIMBING FORM OF KAISERIN AUGUSTA VICTORIA**

A strong and rapid grower, coming to perfection in the open ground. It is absolutely hardy and will withstand the most severe winters unprotected. Small plants will bloom continuously throughout the season and the flowers are magnificent. The buds are long and pointed, finely modeled and gracefully finished. The flowers, when open, are of splendid substance, extra large, deep and double, produced on long, stiff stems, like those of a forcing Rose.

**CAUTION**—True stock is very scarce; be sure you get the genuine. Our stock is all grown from the original plant.

### **\*Keystone**

#### **The First and Only Hardy Everblooming Yellow Climbing Rose**

A most magnificent hardy, everblooming, yellow Rose, with flowers of great size and wondrous beauty, borne in magnificent clusters. It has been thoroughly tested and has been proved to be absolutely the finest Rose of its kind ever offered. It grows more freely than any other climbing Rose, is perfectly hardy everywhere, blooms in wonderful profusion, is absolutely immune from insect attacks and has a vigor of constitution found only in the Hybrid Perpetuals.

### **\*Dorothy Perkins**

Shell-pink; extremely hardy, vigorous and free blooming. Withstands the most severe winters. The shoots frequently grow ten to fifteen feet in one season. The flowers are borne in immense clusters of thirty or forty. They are perfectly double, and excellently adapted for cutting and decorating.

Price of Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old plants, 40c. each; still larger plants, in Star or Iron-Clad size, 65c. each, by express.

CLIMBING ROSES—Continued

## \*Beautiful Climbing Clotilde Soupert

### A WONDERFUL, HARDY CLIMBING ROSE, IN CONSTANT BLOOM

An offspring of that famous Rose, **Clotilde Soupert**, this beautiful, hardy, ever-blooming climber is excellent in every way. The smallest plants will attain a height of fifteen to twenty-five feet in a single season, branching extensively, and produce cluster after cluster of the most finely formed flowers throughout the entire growing season—large, round, perfectly double, with beautifully imbricated petals, the odor of which is delightful. In color they are ivory-white, shading in the center to silvery rose. There is no climbing Rose in our entire list that we can recommend more highly, and it will prove a revelation to those who desire a climber for purposes of shade and adornment. Perfectly hardy everywhere.

**EVERBLOOMING PRAIRIE QUEEN.** Very fragrant, dark carmine-rose; large and very double flowers, borne in clusters continuously. Perfectly hardy.

**CLIMBING MALMAISON.** Creamy flesh.



Climbing Clotilde Soupert Roses in full bloom

## \*Marechal Niel

### Glorious Golden Yellow Rose

This is the wonderful climbing Rose which grows so luxuriantly in the South. Buds and flowers superb; extra large, very double, and deliciously perfumed. Deep golden yellow. Blooms with greatest freedom. In the North it should have very careful protection in open ground during the winter. Splendid for pot culture. Also in three-year-old plants, 75c. each, by express.

**\*CLIMBING METEOR.** A sport from Meteor, famous for its magnificent flowers. Dark, velvety crimson, the equal of any Rose in cultivation.

**BAR DE LUC.** Crimson and yellow.

**CHROMATELLA.** Bright yellow.

**\*CLIMBING HELEN GOULD.** Splendid, vigorous, sturdy climber. Rosy crimson.

**CLIMBING HERMOSA.** A climbing variety of the famous old Hermosa.

**PILLAR OF GOLD.** Rosy-pink.

**\*CLIMBING MARIE GUILLOT.** White.

**\*REINE MARIE HENRIETTE.** One of the best of all crimson climbing Roses with finely formed, double flowers. Hardy.

**\*EMPERRESS OF CHINA.** Soft dark red, changing to light pink, like an apple blossom. Splendid hardy climbing Rose.

## \*James Sprunt

A handsome climber bearing great clusters of double, deep cherry-red Roses which are of delightful fragrance. Rapid in growth and hardy.

**\*SIR THOMAS LIPTON.** A handsome double Rugosa Rose, with the peculiar foliage of the family and beautiful snow-white, exceedingly fragrant flowers borne on long stems. Is in constant bloom and is particularly fine for hedges.

**\*ROSA RUGOSA RUBRA AND ALBA.** The best-known of the Rugosa Roses, with large single crimson or white flowers, which are followed by handsome, glossy, scarlet berries. Specify color.

**BLANCHE MOREAU (Moss Rose).** Pure white flowers in clusters, large, full and sweet. Splendid for cemetery planting.

**HENRI MARTIN (Moss Rose).** Deep rosy carmine, shaded to bright crimson. A most charming large Rose with exquisitely mossed buds.

Price of Roses on this page, strong, one-year-old plants, 15c. each, 4 for 50c.; larger size, 25c. each postpaid; strong, two-year-old plants, 40c. each; still larger plants, all varieties, in Star or Iron-clad size, 65c., by express. ALL ON OWN ROOTS.

## FROM THE NEW MANAGEMENT

Originally this business was devoted to the growing of a few varieties of Roses for their flowers only. The great special Rose was and is **American Beauty**. Later the list of Roses was extended and the growing of plants for amateur growers was made a special feature. The enterprise quickly attained world-wide prominence.

The chief contributory cause of this quick success was the high quality of the soil which made it possible to grow better Roses here than had been grown elsewhere up to that time.



P. J. Lynch, General Manager

business methods that have been employed elsewhere with such a marked degree of success. He has a large financial interest in this business, which gives to each and every patron the assurance that **for him to be successful, first they must be successful with the goods purchased here**. You may feel assured of square, honest treatment and a little bit more than one dollar's worth of goods for every dollar sent us. This is the only basis upon which a business can be permanently successful.

*Our policy is plain and old-fashioned, but substantial—MONEY BACK IF NOT SATISFIED. With a magnificent new equipment, the most modern in the world, of which something is said elsewhere in this book on page 9, with twenty acres of virgin Rose soil, —of itself a veritable gold mine,—a new and highly organized band of growers and managers, we feel that you should know that you are buying from the biggest, strongest and best equipped Rose establishment on the American Continent.*

One word and we close. One of America's oldest and most prominent Rose-growers, a man who has been identified with the Rose-growing industry for over half a century, upon seeing our present great greenhouse plant and the stock in it on December 27th, 1911, exclaimed that it was as much of a surprise and revelation in its vastness as was his first view of the Yosemite Valley or Niagara Falls. We have an immense stock awaiting here for adoption. **We feel safe in saying that we are the only greenhouse establishment in the world that is insect proof.** We are built of concrete, iron and steel, which affords no safe habitation for any brand of flying or creeping insect, therefore, you get Roses and other plants from us in their pristine cleanliness.

*New men, new methods, new ideals, new equipment all make for the best that money, experience and honesty of purpose can produce. On all orders of \$5.00 or more we prepay the express charges, if you request us to do so. If under \$5.00, add 10 per cent. and we will prepay charges. Order early!*

With many thanks for the patronage of the past and hoping for its continuance, we are  
Very sincerely,

**HELLER BROTHERS CO.**

**NEW CASTLE ROSE CO.**

Thomas B. Millikan, President.

New Castle, Indiana.

Paul Brown, Vice President.

P. J. Lynch, Treasurer and General Manager.

# The Charming Baby Rambler Roses

## Crimson Baby Rambler

The most popular of all the Baby Ramblers. Color clear, brilliant ruby red; foliage dark and glossy; blooms every day in the year, but grows only twenty inches high. Better than an Azalea; it is superb for single specimens, dwarf hedges and bedding. One of the most unique and valuable Roses yet introduced. This Rose is free from insects and absolutely hardy everywhere. Also in three-year-old plants, 75c. each.

### \*Pink Baby Rambler

(ANNY MULLER) Very much the same as the Crimson, except in color, which is a shining, beautiful pink. The flowers are produced in profusion in large clusters. It is a splendid companion for other excellent members of this family.

### \*White Baby Rambler

(CATHERINE ZEIMET) This novel Rose has the characteristics of the other Baby Ramblers, and differs in the color of its flowers, which is pure white. It also has the true Rose perfume to an unusual degree.



Pink Baby Rambler grown as a pot-plant



Bed of Baby Rambler Roses and Jeannette

**\*PHYLLIS.** Considered by many to be the finest of the Pink Baby Ramblers. The color is the shade of the Lawson Carnation—beautiful carmine-pink. Grows to a height of two feet; very hardy; always in bloom; flowers are produced in continuous succession in large clusters.

**\*MERVEILLE DES POLYANTHES.** An exquisite little Rose of the Baby Rambler type. The individual flowers are pure white, with rosy lilac shadings. For bedding there is no better as it is in constant bloom.

**\*PERLE DES ROUGES.** The richest and deepest in color of all dwarf Polyantha Roses. The color is a deep velvety crimson and the flowers are produced in clusters.

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Price' of Baby Ramblers, strong, one-year-old pot-plants, 15c. each, postpaid, any 4 for 50c.; larger size, 20c. each, any 3 for 50c.; two-year-old plants, extra-strong, 40c. each; still larger plants, Star size, 65c. each, by express.

Just a line to inform you Roses arrived just two hours after your postal in fine shape, and want to thank you for the fine lot you sent me. Cannot find words strong enough to express my feelings, am so much pleased with them.

MATHIAS BOYER.

Norwich, Conn., April 22, 1911.

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The four Roses received all O. K. Must say you are very generous and I appreciate it highly. Shall allow no opportunity to go by to boost for you. E. C. DORSEY.

Spokane, Washington, April 26, 1911.

# THE ROSES OF NEW CASTLE

## Heller's Hardy Hybrid Perpetual Roses

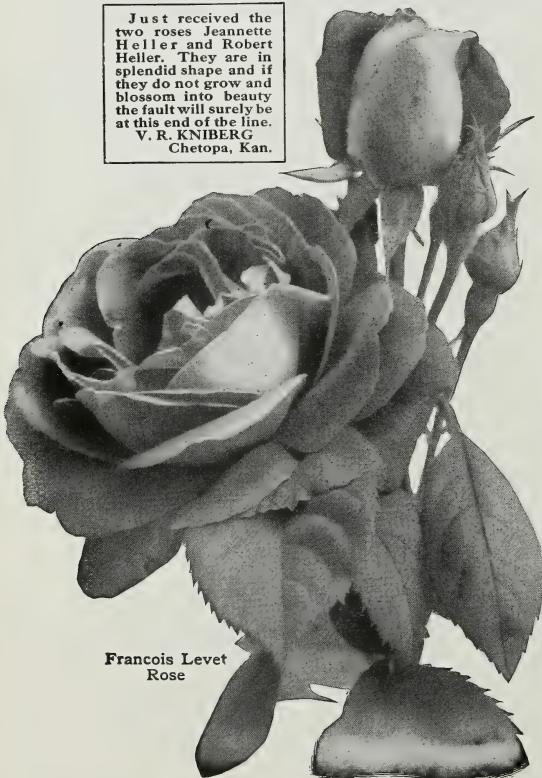
THESE are the Roses which have given the month of June its poetic name, as it is at that time they bring forth their flowers in all their glory, but some varieties bear occasionally during the summer months. These Roses are perfectly hardy in all sections of the country and are particularly suited for open-ground planting, where they soon grow into large, vigorous bushes, and for that reason growers find our larger-size plants much cheaper in the end as they can be used with good satisfaction in creating quick effects in planting. Considering the high character of the stock, also that we pay all transportation charges, our prices will be found really cheaper than others who list the plants at a seemingly lower price. We offer only the choicest and most desirable types, the best of the entire class—all on their own roots—a small list but a good one. The smallest sizes are grown in pots 3 and  $3\frac{1}{2}$  inches in diameter—not "slips."

**ALFRED COLOMB.** Extra-large, round flowers, very double and full; clear cherry-red, passing to bright, rich crimson. Very fragrant.

**COQUETTE DES ALPES.** Large full, finely formed flowers; pure white, sometimes faintly tinged with pale blush; profuse bloomer; very hardy and beautiful.

Just received the two roses Jeannette Heller and Robert Heller. They are in splendid shape and if they do not grow and blossom into beauty the fault will surely be at this end of the line.  
V. R. KNIBERG  
Chetopa, Kan.

Francois Levet  
Rose



### Baroness Rothschild

Bright rosy pink; immense, globular flowers, cup-shaped, borne on stout, long canes. Absolutely hardy and healthy everywhere. We offer own-root plants imported from France. First-size, strong, one-year-old pot-plants, 30c. each, 4 for \$1; larger size, 40c. each, 3 for \$1, postpaid; two-year-old plants, 60c. each, \$6.50 per doz.

**ANNA DE DIESBACH (Glory of Paris).** Brilliant rose-color. The large and perfectly formed blooms have long, pointed petals and are delicately scented. Hardy and vigorous.

**BARONNE DE BONSTETTIN.** A handsome, rich, dark red Rose, with the shadows on the petals deepening to velvety maroon. The bush is a strong, vigorous grower and bears a profusion of magnificent, large, deliciously perfumed flowers

### Black Prince

Much sought after because of its dark crimson flowers, which are shaded so deeply as to be almost black; large, full, cup shaped.

### Francois Levet

This is one of the finest of the Hybrid Perpetuals, forming a large, stout vigorous bush which, in itself, is an ornament to the garden. It is almost as free-blooming as a Hybrid Tea, and while its greatest blooming period is in June, it keeps up a succession of flowers all summer. It is distinguished for its large, beautifully formed flowers; cherry-pink, delicately shaded carmine and blush. Highly fragrant.

**Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c. each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old plants, 40c. each; still larger plants, Iron-clad or Star size, 65c. each, by express.**

# HELLER BROS. CO., NEWCASTLE, IND.

## HYBRID PERPETUAL ROSES—Continued

**CHESHUNT HYBRID.** One of the very best Roses of its color—red, shaded with violet. It is very free-flowering; blooms large and full. Very distinct.

**COUNTESS OF ROSEBERRY.** Immense flowers; satiny pink in the center which deepens on the outer petals to a bright rose.

**CLIO.** Dainty flesh, shaded in the center with rosy pink; large, globular, full, double flowers freely produced. One of the finest of the Hybrid Perpetuals. First-size, one-year-old pot-plants, 25c. each, 5 for \$1; larger size, 35c. each, 3 for \$1, postpaid; 2-year-old plants, 60c. each, \$6.50 per doz.

**COL. R. S. WILLIAMSON.** A bush of this Rose is in almost constant bloom all summer, with large, fragrant flowers of an exquisite shade of soft, rich carmine. The Roses are strong and firm with fine petals.

**DINSMORE.** Large, brilliant, double, rich, crimson-scarlet flowers, as free blooming as **American Beauty**. Hardy and vigorous. A great Rose.

**DR. WILLIAM GORDON.** Brilliant satin pink. Strong-growing and free-blooming variety; large flowers with full center.

**EMPEROR OF INDIA.** Dark brownish crimson. Double and finely shaped flowers. A strong, vigorous grower.

**EUGENE FURST.** Flowers beautiful velvety crimson, shading to maroon; highly scented. Strong, vigorous grower, with thick, healthy foliage.

**FISHER HOLMES.** Very beautiful, resembling **General Jacqueminot**, but fuller and more constant bloomer; dark rich scarlet, passing to deep velvety crimson; extra-large, full flowers, very sweet.

## General Jacqueminot

This is the old standard garden June Rose by which all other red Roses are judged. We doubt if any other Rose in our list is better known than this old favorite—in fact, so universally popular is it that in the minds of many Rose-lovers, all red Roses are "General Jack's." There is no Rose better suited to outdoor culture, as the bush grows into a very large, sturdy specimen which bears its gorgeous red flowers in the greatest profusion. In color the flowers are a glori-



General Jacqueminot Rose

ous, shining crimson with very dark shadows, forming one of the handsomest of all Roses.

**GIANT OF BATTLES.** A grand old favorite. One of the best, if not the best hardy vivid crimson Rose; large, very double and sweet.

## Gloire Lyonnaise

As free blooming as a Hybrid Tea, with beautiful, large, pointed buds and immense flowers on strong, heavy stems; open flower enormous, full, deep and double. Color rich, creamy white, passing to salmon-yellow. Absolutely hardy. A great Rose.

**GLORY OF THE EXPOSITION OF BRUSSELS.** Deep, velvety purplish red, almost black; base of petals fiery red. Very fragrant. Large, full, double flowers. Hardy.

## Her Majesty

We have imported this great Rose from Ireland. It is almost impossible to secure true to name, but we guarantee ours. Of immense size, remarkably beautiful form; color clear rose-pink passing to clear flesh. We offer strong 2- and 3-year-old budded plants only, in splendid, vigorous stock, at \$1 each, \$10 per doz.

Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c. each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old plant, 40c. each; still larger plants, Iron-clad or Star size, 65c. each, by express.

# THE ROSES OF NEWCASTLE

## HYBRID PERPETUAL ROSES—Continued

**MADAM ALFRED CARRIERE.** Color rich creamy white, faintly tinged with pale yellow; extra large and full; very double and sweet.

**MADAM CHARLES WOOD.** A fiery scarlet, passing to fine rosy crimson, shaded maroon. One of the best sorts for general planting. Begins to bloom soon after planting and continues throughout the season. The showy flowers are extra large, double and quite fragrant.

**MADAM GABRIEL LUIZET.** Color is an exquisite shade of clear coral-rose, suffused with lavender and pearl. Extra-large, elegantly formed flowers, very double and full; fragrant; good bloomer and hardy. First-size, strong one-year-old pot-plants, 30c. each, 4 for \$1; larger size, 40c. each, 3 for \$1, \$4.50 per doz., postpaid; two-year-old, 60c. each, \$6.50 per doz.

**HUGH DICKSON.** Brilliant crimson. The plants are strong and thrifty, with healthy dark green foliage. Blooms continually. The flowers are of good size and fine form and retain their intensity of color until petals fall. Very fragrant.

**J. S. FAY.** (New.) Dark crimson enlivened with scarlet. Pronounced by prominent experts to be the best crimson ever introduced. A vigorous, hardy grower with a profusion of dark glossy green foliage. So free-flowering that it might be called a perpetual bloomer. The finely shaped double flowers are of great substance.

## Madam Masson

This is, in every way, one of the best of all June Roses, the flowers being of splendid form and substance, and of a bright, glowing rose-pink in color. The bush is of good size, very strong and sturdy, with stout, heavy canes. Not the least of its good qualities is its handsome, bright green foliage, making the bush very ornamental even when not in bloom. It carries its large, handsome, fragrant flowers well up on long stems, making it an ideal Rose for cutting.

**MADAM PLANTIER.** One of the best Roses for outdoor planting, especially recommended for cemetery planting and for massing and edging. Free flowering and absolutely hardy. Large, white, double flowers, wonderfully fragrant.

**JOHN HOPPER.** Very large fall flowers of a delightful shade of rose shaded with crimson. Free bloomer.

**LOUIS VAN HOUTTE.** Brilliant crimson; large, full and fragrant. A beautiful variety.

**MRS. JOHN LAING.** Immense flowers, full and double, borne in great profusion on long, stiff stems. Clear, bright shining pink. The buds are handsome in shape and color and the open flowers of delightful fragrance.

## Magna Charta

This grand old favorite has not been superseded by any variety in its class of this color. Bright, deep pink. One of the hardest and finest of all garden Roses; large and attractive. Hardy and healthy.

**MABEL MORRISON.** Rare and beautiful; extra-large size; full, regular form; broad, shell-like petals; pure snowy white, sometimes faintly tinged with pink. First size, from pots 3 and 3½ in. in diam., 30c. ea., 4 for \$1; larger size, 40c. ea., 3 for \$1, \$4.50 per doz.; 2-yr.-old, 60c. ea., \$6.50 per doz.

The Roses I got from you in the spring are doing fine. The Jeannette and Robert Heller are just fine and you cannot say too much in praise of them. MRS. H. D. MOORE.  
Moore's Hill, Ind., October 14, 1911.

Price of Roses on this page, except where noted, strong, one-year-old pot-plants 15c. each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old pot-plants, 40c. each; still larger plants, Iron-clad or Star size, 65c. each by express.

### Margaret Dickson

Magnificent in form, extra-large in size and of a pure waxy, unblemished white. This is a flower of inimitable grace and charm. The plant is a strong, vigorous grower and soon forms a handsome bush. First size, strong, one-year-old pot-plants, 25c. each, 5 for \$1; larger size, 35c. each, \$3.50 per doz., postpaid; two-year-old, own roots, 60c. each, \$6.50 per doz.; large, three-year-old specimen plants, 85c. each, \$9.00 per doz.

### Merveille de Lyon

We import this superb variety from France, and offer it in own-root plants. Extra-large, cup-shaped, full, double flowers, exquisitely scented. Color ivory-white, delicately flushed with carmine. First size from pots 3 and  $3\frac{1}{2}$  in. in diam., 30c. ea., 4 for \$1; larger size, 40c. ea., 3 for \$1, \$4.50 per doz.; 2-yr.-old 60c. each, \$6.50 per dozen.

### Mrs. R. G. Sharman-Crawford

Deep rosy pink, outer petals pale blush, base of petals white; large and of perfect form. Received gold medal of the National Rose Society.

**OAKMONT.** Peach-pink, flowers large and sweet; good bloomer and always gives satisfaction.

### Paul Neyron

This is the largest of all the Hybrid Perpetual Roses, sometimes measuring 6 in. across. In color it is a most beautiful shade of clear, deep pink, and even with its large size, it never looks gross. The flowers are distinctively handsome in form, having as a rule, a double center. The bush is a strong, vigorous grower, clothed with handsome green foliage.

**Price of Roses on this page, except where noted, strong, one-year-old pot-plants, 15c. each, 4 for 50c.; larger size, 20c. each, postpaid; strong, two-year-old plants, 40c. each; still larger plants, Iron-clad or Star size, 65c. each, by express.**

**PERLE DES BLANCHES.** One of the finest pure white Hybrid Perpetuals; very free-blooming and strong-growing. Splendid for cemetery planting and single specimens.

**PRINCE CAMILLE DE ROHAN.** Deep, velvety crimson, shaded maroon and black. At a distance the beautiful, fragrant, large, deep, double flowers appear black. A wonderful Rose.

### Ulrich Brunner

Rich, glowing crimson-scarlet. One of the best in the class. Very effective planted in masses. Hardy and vigorous, beautiful, bold, globular flowers, very free-blooming and highly fragrant.

### Vick's Caprice

Large, cup-shaped, full, deep, double-flowers of splendid substance. Clear satiny pink, strikingly dashed and striped with white and bright carmine. A splendid novelty. Showy.



# HELLER'S TWO-YEAR-OLD ROSES.

For quick results in growth and bloom and for general all-round satisfaction there is not a Rose plant grown anywhere which will excell our magnificent two-year-old pot-plants, which, with few exceptions, are **grown on their own roots**. Once planted they are practically permanent and are far and away superior to budded or grafted roses, which are always a source of dissatisfaction.

**For vigor, vitality and bloom-producing qualities, our two-year-old Roses are not only the best-grown plants in America, but are absolutely superior to imported English, Irish, Holland and German grown plants, which can be imported at a low cost and sold at a low price, and even they are too expensive to plant. All our Roses are pot-grown. Our prices will be found much lower than the market prices of any other high-class Rose-grower. On all orders of \$5.00 or more the express charges are paid by us, if we are requested to do so.**

## A Complete Index and Classification of all the Roses Offered in this Book

Below we give a complete alphabetical list of all the two-year-old Roses offered in this book, showing the class to which they belong, the page on which they are described, and the price of each. **Abbreviations Used.**—Tea; Everblooming Teas; H T, Hybrid Teas; H P, Hardy Hybrid Perpetuals; C T, Climbing Teas; H C, Hardy Climbing; M, Moss; P, Polyantha, or Fairy; Rug, Rugosa; W, Wichurana, or Memorial; C H T, Climbing Hybrid Teas; B C, Bengal China.

VARIETY AND CLASS	PRICE	PAGE	VARIETY AND CLASS	PRICE	PAGE	VARIETY AND CLASS	PRICE	PAGE	VARIETY AND CLASS	PRICE	PAGE
	Cts.			Cts.			Cts.			Cts.	
Alberic Barbier, W.....	40	50	Empress of India, H P.....	40	61	Lily Ito, H C.....	40	51	Paul Neyron, H P.....	40	63
Alfred Colomb, H P.....	40	60	Empress of Russia, Tea.....	40	39	Louis Van Houtte, H P.....	40	62	Perle des Blanches, H P.....	40	63
Alice Lemon, H T.....	40	60	English Sweetbriar.....	50	55	Lyon, 3-yr.....	\$1	55	Perle des Jardins, Tea.....	35	47
All'nce Franco-Rus, Tea.....	40	31	E. T. Cook, Tea.....	35	47	Lyon Rambler, H C.....	40	51	Perle des Roses, P.....	40	59
American Beauty, H P.....	40	31	Etoile de France, H T.....	40	33	Mabel Morrison, H P.....	40	61	Perle des Godet'sg, H T.....	40	36
American Star, H C.....	40	32	Ferd. de Lyon, Tea.....	35	47	Mad. A. Chatenay, H T.....	40	32	Persian Yellow, 3-yr.....	75	55
Angelico, H T.....	40	32	Eugene F. H P.....	40	61	Mad. Alphonse Lemerre, H T.....	40	62	Phila. C. Rambler, H C.....	40	51
Angela Welton, H T.....	40	32	Everblooming, W.....	40	50	Mad. Car Testout, H T.....	40	35	Philly., P.....	40	59
Anna de Diesbach, H P.....	40	60	Rambler, H C.....	50	86	Mad. Charles Wood, H P.....	40	35	Pink Lady of Gold, C T.....	40	57
Antoine Reschal, H T.....	40	31	Everblooming Prairie.....	50	57	Mad. C. Souperf, Tea.....	35	44	Pink American Beauty, P.....	40	59
Antoine Riviere, H T.....	40	31	Queen, H C.....	40	57	Mad. Eugene Marlitt, Tea.....	35	44	Pink Baby Rambler, P.....	40	59
Aurora, H T.....	40	32	Ferdinand Batel.....	40	23	Mad. Gabriel Luize, H P.....	40	62	Pink La France, H T.....	40	36
bar le Duc, C T.....	40	57	Fisher Holmes, H P.....	40	61	Mad. Heintz, Tea.....	35	45	Pink Maman Cochet, P.....	35	42
Baltimore Belle, H C.....	40	51	F. E. Coulthwaite, H T.....	40	22	Mad. Hoste, Tea.....	35	45	Prairie Queen, H C.....	40	51
Barness Rothschild, H P.....	60	60	Florence Pemberton, H T.....	35	44	Mad. Jean Dupuy, Tea.....	35	44	Prince Camille de Rohan, P.....	40	63
Baron de Bonstettin, H P.....	40	39	Frances G. Willard, Tea.....	35	44	Mad. Jules Grollet, H T.....	40	35	Prince of Bulgaria, H T.....	40	38
Beaute Inconstante, Tea.....	40	39	Fritz's Lover, P.....	40	31	Mad. Marguerite, Tea.....	35	45	Princess Gortchakoffsky, P.....	40	49
Bessie Brown, H T.....	40	39	Friza Degan, H T.....	40	31	Mad. Masson, H P.....	40	34	Queen Beatrice, H T.....	40	35
Betty, H T.....	40	60	Frau Karl Druski, H P.....	40	34	Mad. Melanie Sprout, S. H.....	40	35	Queen's Scarlet, B C.....	35	45
Black Prince, H P.....	40	60	F. L. Rautenstrich, H T.....	40	34	Mad. Phil Riviere, H T.....	40	35	Red La France, H T.....	40	35
Blanche Moreau, M.....	40	57	Frau Peter Lambert, H T.....	40	34	Mad. Planter, H P.....	40	62	Red Maman Cochet, Tea.....	35	42
Blue Rose, H C.....	40	27	Freicher v. Mars'ell, H T.....	40	34	Mad. Segond Weber, H T.....	40	38	Reine Karlola de Saxe, P.....	40	28
Blumenschmit, Tea.....	35	48	Gen. Jacquemin, H P.....	40	23	Mad. S. Beaume, H T.....	40	37	Reine Margaret d'Italie, P.....	40	38
Boadicea, H T.....	40	42	General McArthur, H T.....	40	23	Mad. Vermorel, Tea.....	40	37	Reine Marie Henriette, P.....	40	57
Bo Silene, Tea.....	35	41	Gen. Robt. E. Lee, H T.....	40	34	Mme. Cusin, Tea.....	40	37	Reina Robbins, H T.....	60	15
Bridesmaid, Tea.....	35	43	Giant of Battles, H P.....	40	34	Mme. Edmete Metz, H T.....	40	28	Rev. D. R. Williamson, P.....	40	23
Burbank, Tea.....	40	40	Gloire de Dijon, C T.....	40	57	Mme. Leon Pain, H T.....	40	35	Rhea Reid, H T.....	40	23
Cardinal, H T.....	40	37	Gloire Lyonnaise, H P.....	40	57	Mme. Leonie Leveque, M.....	40	35	Richmond, H T.....	40	45
Champion of the World, H T.....	40	37	Gloria, Moss, M.....	40	61	Magnolia Charta, M. P.....	40	34	Rosa Heller, H T.....	40	21
Charles Grahame, H T.....	40	33	Golden Gate, Brussels.....	35	48	Magniflano, H T.....	40	34	Ros. Orr English, H T.....	40	22
Chateau de Clos Vougeot, H T.....	60	60	Goldfinch, Tea.....	35	48	Malmaison, Tea.....	35	48	Rosa Rugosa, P.....	40	53
Cherry Ripe, H T.....	40	34	Goldfinch, H T.....	35	48	Maman Cochet, Tea.....	35	45	Rosemary, H T.....	40	33
Cheshunt Hybrid, H P.....	40	52	Grossherz'st Al'x'dra, H T.....	40	39	Marceil Niel, C. T.....	40	58	Safraeno, Tea.....	35	43
Chromatella, C T.....	40	57	Gruss auf Teplitz, H T.....	40	39	Margarete Dickson, H P.....	60	63	Sir Thomas Lipton, Rug, P.....	40	53
Climb'g B. Rambler, H C.....	40	57	Harrison's Yellow, 3-yr.....	75	55	Marichu Zayas, H T.....	40	37	Sombreuil, Tea.....	35	45
Climb'g Bridesmaid, C H T.....	40	57	Harry Kirk, H T.....	40	57	Marie Gotha, Tea.....	40	37	Souv. de Cath. Guillot, P.....	35	45
Climb'g Clotilde Soup, C T.....	40	57	Helena Gartner, H T.....	40	34	Marie Guillot, Tea.....	35	48	Sv. de Mme. Oudin, H T.....	40	28
Climbing Rose, Karl.....	40	75	Helen Goudi, Tea.....	35	49	Marie M. Houze, Tea.....	35	45	Souv. de W. C. H. T.....	40	35
Climbing Killarney.....	50	52	Henri Marlet, H T.....	40	39	Marshall Field, H T.....	40	57	Souv. de W. C. H. T.....	40	38
Climbing Helen Goudi.....	50	52	Henri Martin, M.....	40	57	Max Hesdorffer, H T.....	40	58	Souv. de W. C. H. T.....	40	35
Climbing Clémence, C N.....	40	57	Her Majesty, H P.....	\$1	61	Melody, H T.....	60	14	Striped La France, H T.....	40	36
Climbing Malmaison, C T.....	40	57	Hermosa, B. C.....	35	49	Sunset, Tea.....	35	47	Sunrise Tea.....	35	47
Climb'g Marie Guillot, C T.....	40	57	Hiawatha, W.....	40	55	Sweetheart, W.....	35	47	Taunus, Blumen, H C.....	40	50
Climbing Meteor, C T.....	40	57	Hon. Mrs. Birmingham, H T.....	40	39	Merville de Lyon, H. P.....	40	63	Tausendschön, H C.....	40	51
Climb'g White Cochet, H C.....	60	60	Hugh Dickson, H P.....	40	62	Meteor, H T.....	40	35	The Bride, Tea.....	35	43
Climbing Wootton, C T.....	25	25	Ivy, H T.....	40	39	Minnehaha, W.....	40	55	The Tulip Rose.....	35	49
Clio, H P.....	60	60	Jacques Sprunt, C T.....	35	45	Mouselle, Moss.....	40	27	Tiger, H C.....	40	51
Col. G. Souperf, P.....	50	55	Jane's Rambler, Tea.....	40	39	Mrs. Aaron Ward, H T.....	60	24	Triumph de Pernet Pere, H T.....	40	37
Cochlea Rose, Tea.....	35	41	James Clark, H T.....	45	34	Mrs. F. Byass, Tea.....	35	46	Ulrich Brunner, H P.....	40	63
Col. R. S. Williamson, P.....	40	41	Jeanette Heller, H T.....	50	58	Mrs. A. R. Waddell, H T.....	40	56	Vick's Caprice, H P.....	40	63
Comtesse de Saxe, H T.....	40	37	Jean Note, H T.....	40	26	Mrs. B. R. Cant, Tea.....	35	51	Virginia R. Cox, H T.....	40	33
Coq des Alpes, H P.....	40	60	Jessie P.....	60	25	Mrs. D. Jardine, H T.....	40	51	Wellesley, H T.....	40	40
Cut's Annesley, H T.....	40	33	John Hopper, H P.....	40	62	Mrs. Dudley Cross, Tea.....	35	45	White Amer. Beauty, P.....	50	24
Cut's Roseberry, H P.....	40	61	Joseph Hill, H T.....	40	62	Mrs. E. Mawley, Tea.....	40	52	White Baby Rambler, P.....	40	59
Crimson Cochet, H T.....	35	42	J. S. Fay, H P.....	40	62	Mrs. F. Flight, H C.....	40	51	White Dorothy, P.....	50	15
Crimson Rambler, H C.....	40	57	Kaisserin A. Victoria, H T.....	40	59	Mrs. H. Brocklebank, H T.....	40	26	White Killarney, H T.....	50	52
Daylode, H T.....	40	57	Keystone, H T.....	40	56	Mrs. John Thompson, H P.....	40	57	White La France, H T.....	40	36
Dale, H T.....	40	57	Kew, H T.....	40	56	Mrs. R. G. S. Sargent, H T.....	40	56	White Malmaison, B C.....	40	14
Debutante, W.....	40	34	La Detret, H T.....	40	56	Mrs. Robt. Garrett, H T.....	40	35	White M. Cochet, Tea.....	35	42
Dinsmore, H P.....	40	57	Lady Battersea, H T.....	40	56	Mrs. Robt. Pearcy, C H T.....	40	55	White Mac. Niel, C T.....	40	55
Dorothy Page, Roberts.....	40	22	Lady Faire.....	40	56	My Maryland, H T.....	40	37	White Rambler, H C.....	40	51
Dorothy Perkins, H C.....	40	57	Lady Gay, H C.....	40	56	Nellie Johnstone, Tea.....	40	51	William H. Taft, H T.....	40	23
Double Killarney, H T.....	60	55	Lady Godiva, H C.....	60	55	Newport Fairy, H C.....	40	50	Yellow La France, H T.....	40	35
Dr. Wm. Gordon, H P.....	40	61	Lady Wenlock, H T.....	40	50	Nita Weldon, Tea.....	35	46	Yellow La France, Tea.....	35	42
Duch. de Brabant, Tea.....	35	47	La Flamme, W.....	40	50	Oakmont, H P.....	40	63	Yellow M. Cochet, Tea.....	35	42
Earl of Warwick, H T.....	40	33	La France, H T.....	40	50	Olivia, H T.....	40	23	Yellow Rambler, H C.....	40	51
Empress of China, H C.....	40	40	Lena, H T.....	40	57	Papa Gontier, Tea.....	35	43			

## **Flowers For The Hardy Garden**

### **PEONIES, IRIS, PHLOX AND OTHER PERENNIALS FOR THE OLD-FASHIONED GARDEN**



**A Fine Clump of Hardy Phlox**

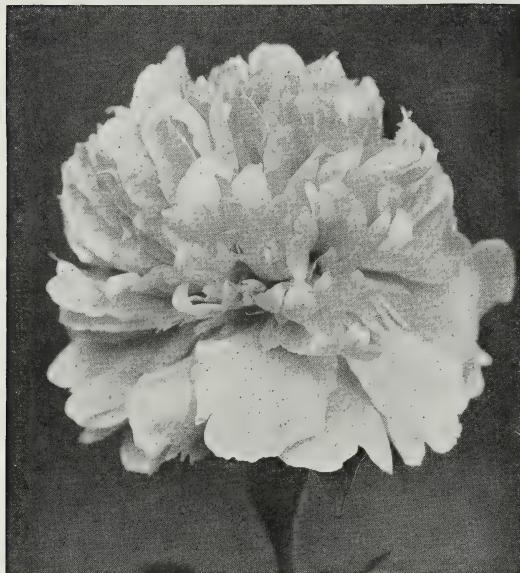
We classify our hardy flowers according to their season of blooming, and by making a proper selection according to this list, one may have a continuous succession of bloom from early in April until late in October or until the heavy autumn frosts. Naturally, some flowers extend from one month to the other, and this will have to be considered in making up a list. For instance, the early Peonies—the old-fashioned kind—bloom in May, as do some of the fancy varieties, although many of the latter carry the flowering period of the family well into June. Then again the foliage of some of the early-blooming flowers dies in late summer, and it is well to plant late-blooming kinds near them to take their places in order to avoid bare spots in the border. A striking example of this is the Oriental Poppy, blooming in gorgeous splendor in June, but whose foliage almost completely disappears in late August. This should have Hibiscus or one of the Coneflowers planted near it, the foliage of which will hide the withered Poppy foliage. A careful study of our list will be of great benefit to all lovers of hardy flowers. Peonies, Iris and Phlox are placed at the head of our list irrespective of their time of blooming, but reference to them may be found under their time of blooming.

#### **WE ARE IN CLOSE TOUCH WITH OUR BUSINESS**

We know pretty much the quality of plants you must have to succeed. We have so much faith in our ability to furnish absolutely the best quality of Roses and other plants, which we grow, that we make a positive guarantee of money back if not satisfied. No matter where you live in the United States, you are just as safe in placing an order with us as if we were located in your own town or city. We assume all responsibility of pleasing you, failing to do this, we DO WHAT YOUR LOCAL FLORIST WOULD NOT DO, AND THAT IS REFUND YOUR MONEY. We pay for the goods if you are not satisfied with them when they reach you. This business of sending goods by mail and express we have perfected until we have made it a comprehensive and scientific work. We ship goods every day in the year except Sunday.

# THE ROSES OF NEWCASTLE

## HELLER'S MAGNIFICENT PEONIES



A fine specimen of Heller's Peonies

### LIST OF VARIETIES OF PEONIES

**Caroline Allain.** Guard petals rose, center flesh and salmon.

**Canary.** White, with primrose center.

**Candidissima.** Creamy white, with sulphur-yellow center.

**Delachi.** Dark crimson; finely formed flower; free in bloom.

**Duke of Wellington.** Creamy white; very full and fragrant.

**Edulis Superba.** Soft pink, magnificent; one of the most popular.

**Faust.** Soft lilac guards, pink center.

**Insignis.** Violaceous pink.

**Jeanne D'Arc.** Pink guard, sulphur color and pink, tufted center.

**Lady Bramwell.** Splendid silvery rose, with large guard petals.

**Louis Van Houtte.** Velvety cerise-red; fine flower.

**Modeste Guerin.** Bright, purplish carmine; very large.

**Nobilissima.** Deep pink, with silvery border; large.

**Prolifera Tricolor.** Flesh-pink guards, center golden yellow; red tuft.

**O**f all the flowers in the Hardy Garden the Peony is easily recognized as the Queen—in fact it vies with the Rose for that title in many ways, for while in bloom it is without question the most glorious object in the garden. Once Peonies are planted they last for a lifetime. They stand the severest winters without the slightest protection. Especially fine for single specimens and cemetery planting. After blooming their charm lies in the beauty of its foliage, for even when not in bloom the Peony plant is decorative in the extreme and well-worthy of a prominent place in the garden.

We have reduced our list of Peonies to a very few select standard varieties and these we confidently recommend as being the very best of the thousands of sorts in the trade, many of which are duplicates of other kinds.

### LIST OF VARIETIES

**Festa Maxima.** Splendid white, with flakes of carmine on center petals. One of the finest. Very profuse in bloom; early and fragrant.

**Rosea Humei.** Rose-pink; very large, late; intense fragrance.

**Rosea Elegans.** Soft rose-pink.

**Rubens.** Very dark purple-maroon, with golden stamens.

**Rubra Triumphans.** Deep crimson-marrow; earliest of the crimson sorts.

**Triomphe du Nord.** Purplish pink, with flesh-pink shadings.

### Old-Fashioned "Pineys"

These are the "Pineys" of the old-time garden—the varieties from which all the modern varieties have sprung—and bloom profusely in time for Memorial Day flowers. In spite of the beauty of the more modern and fancy kinds, these old "Pineys" are the favorites of many. Our roots are the strong, sure-to-bloom kind, and will prove a revelation to the Peony-lover.

**Bright Crimson.** (*Officinalis rubra plena*). Splendid, large crimson, very full.

**White** (*Officinalis alba*). White.

**Rose-Colored** (*Officinalis rosea*). Flowers are bright, rosy red.

Price of all Peonies in the above list, in strong, two-and three-eyed roots, 40c. each, \$4 per dozen, assorted as desired, postpaid.

# HELLER'S GLORIOUS IRISES

The Rainbow Flower of the Greeks, and the Fleur de Lis of the French

THE memory of the "Blue Flag" of the old-time gardens is one ever sweet to those whose lives were lived in such surroundings, and while the "modern" Irises, if we may use the term, will remind one of the old days, they, too, like everything else of these days, have yielded to the influence of improvement, and there has been evolved a race of flowers absolutely bewildering in the glory of their form and color.

Not the least valuable of their charms lies in the fact that their flowering period covers such a long time in early spring and summer, and with a proper selection it is possible to have Irises in bloom in the garden from early in March, while snow is still on the ground, to late in July, when the magnificent Japanese Irises, arrayed in their splendor of purple and blue and gold and white, with flowers often a foot across, end the glorious procession.

Truly a garden of Irises is a wonderful sight, and no greater satisfaction for the money expended can be had than by planting all of the following very choice list of these magnificent flowers.

Both Japanese and German Iris are entirely hardy everywhere—once planted, are practically permanent. May be planted as soon as ground can be worked—the earlier the better. Require no petting or coaxing. Simply plant them—they will do the rest.

## LIST OF GERMAN IRIS

**ALVELREA.** Upright petals light blue, edged with azure-blue, falls white.

**CANDIAMUS.** Light lavender; falls reddish purple.

**FLORENTINA.** Creamy white, fragrant and early. Fine cutting.

**FRAGRANCE.** White edged with blue.

**HONORABLE.** Intense yellow, falls a beautiful bronze.

**INNOCENCE.** White edged with blue.

**MADAM CHEREAII.** Pure white.

Price: Strong, healthy roots, true to name and sure to bloom, 20 cts. each, \$2 per dozen, in one or assorted kinds, prepaid.

**SPECIAL OFFER:** One each of the above 18 varieties for \$2.75, postpaid.

A superfine mixture of German Iris, in unnamed varieties, all colors, which will make a wonderful show in the garden and increase in size and beauty each year, 6 for 75c.; \$1.50 per doz., or \$10 per 100.



A Splendid Bed of German Iris

**MRS. H. DARWIN.** Fine, large, white.

**NECLETA.** Stands fine blue; falls deep blue. Large flower.

**PALLIDA DALMATICA.** Very large, sky blue and fragrant.

**PARKMANI.** Stands pure lemon; falls white veined purple.

**PEARL.** Light lavender, falls deeper.

**PENELOPE.** Stands nearly white, falls veined lively purple.

**QUEEN OF THE GYPSIES.** Dusky light bronze; falls purplish red.

**SANS SOUCI.** Yellow, elegantly reticulated light maroon.

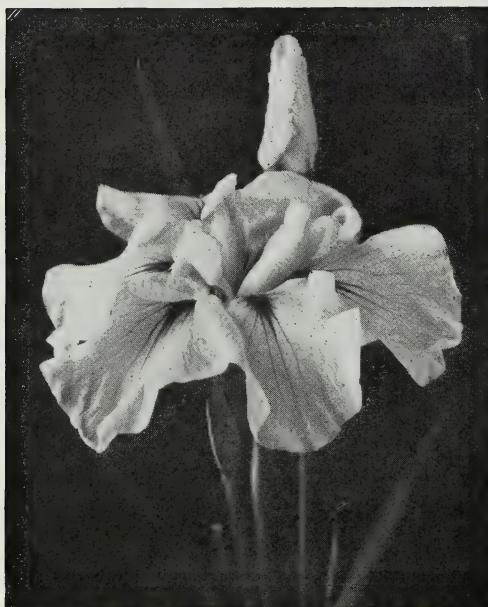
**SOUVENIR.** Stands brilliant yellow; falls network of yellow and purple.

**STENOPHYLLA.** Light blue.

**VELVETEEN.** Yellowish buff; falls intense plum-purple.

# THE ROSES OF NEW CASTLE

## JAPANESE IRISES (*Iris Kaempferi*)



The Magnificent form of the Japanese Iris.

ACH year sees these wonderful creations of the Japanese gardeners becoming more popular, and they deserve a place in every garden, be it ever so small or large. The stately dignity of the plants, the gorgeous, royal coloring of the flowers, and the ease with which they are grown alike appeal to every lover of flowers. It is best not to defer the planting until late in the season; they should be planted as early in the spring as possible, and they bear. They should be planted as early in the spring as possible, and they will bloom profusely for you in July, and will increase in size and beauty with each succeeding year.

A mistaken notion has been that the Iris is a moisture-loving plant, and while this may be true of some members of the family, the Japanese Iris grows to perfection in ordinary garden soil and in the fullest sunlight. In fact, there are few plants which can adapt themselves so readily to the conditions to be met in the average garden.

Price of Japanese Irises, in strong, vigorous roots, sure to bloom and true to name, 25 cts. each, any 5 for \$1, \$2.50 per dozen, postpaid.

**SPECIAL OFFER:** One each of the full 19 varieties in the above list, all correctly labeled, \$3.50; two full collections, \$6, by express.

We list our Japanese Irises under English names rather than the unpronounceable, albeit poetic, Japanese names. Our roots are all grown in this country and are far superior to those imported from Japan. Hardy everywhere and, once planted, they last a lifetime.

### Double Varieties

**Excelsior.** Shaded violet-purple, slightly veined white. Center white and orange.

**Gold Bound.** Pure white, one of the best.

**La Favorite.** Large, fine, white, freely veined blue.

**Mahogany.** Dark red, shaded maroon.

**Oriole.** Rich plum, marked yellow.

**Pyramid.** Lilac-blue, veined, white center, each petal.

**Spotted Beauty.** Wavy, silky white, spotted with violet-crimson.

**Victor.** White, veined violet-purple.

### Single Varieties

**Apollo.** Pure white, pink center.

**Granite.** Grayish white, overlaid blue.

**H. Von Sieboldt.** Reddish, veined white, yellow center.

**Lavender Queen.** Fine lavender.

**Lovelocks.** Deep reddish purple, slightly veined white. Center white and yellow, satiny finish.

**Mirage.** Light pink, suffused with light blue.

**Mars.** Reddish purple, striped and blotched white.

**Ondine.** White, shaded light blue towards center.

**Plume.** White, slightly suffused with blue, violet veins. Center deep lilac.

**Snowbound.** Large, pure white, with golden bands.

**Toledo.** White, light purple center.

**WE GUARANTEE** to deliver goods to any postoffice or express office in the United States in first-class growing condition and they must be satisfactory to you; or failing therein, we will replace them immediately or **REFUND THE MONEY PAID FOR THEM ON DEMAND**. As to our reliability and trustworthiness, we refer you to Citizens State Bank, Central Trust Co., First National Bank and Farmers National Bank, New Castle, Indiana, or any Commercial Agency.

# HARDY PERENNIAL PHLOX

The easiest of all hardy flowers to grow, and which will fill your garden with the glory of summer in a way that will be a revelation to you.

In no other hardy flower of the old-fashioned garden has there been a greater evolution than in the beautiful Hardy Perennial Phlox. The colors range in all imaginable shades from snow-white to a crimson almost black in its intensity. And there is a bewildering variety of arrangement of color—some varieties are solid masses of a single color, others are distinguished by the handsome "eye" or center of the individual flower, while others are daintily marked with a "halo" around the center which gives them a distinctiveness all their own.

The blooming of the Hardy Phlox is an event to which the flower-lover looks forward with impatience, as no flower in the hardy garden will give such a lavish display and fill the garden with such a wealth of color and magnificence of bloom.

We carry absolutely the best and choicest varieties in cultivation. We offer these in strong plants which will bloom profusely in the coming summer and keep up a succession of handsome flowers from June until frost.

One charming quality of the Hardy Phlox is that after the first burst of bloom in June and July, they will bloom again, though not so profusely in September and October if the old flower-heads are removed and not allowed to form seed.

Once planted, the Hardy Phlox is permanent. Of all the hardy flowers these are among the most vigorous. They require no protection and will increase in size and beauty from year to year.

**Beranger.** White, suffused with pink; rose eye.

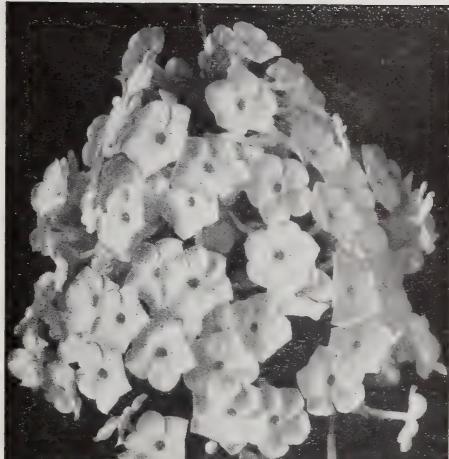
**Boule de Feu.** Deep red; dwarf; large flowers.

**Brilliant.** Bright, clear red; extra fine.

**Coquelicot.** Bright orange-scarlet; extra fine.

**Cortez.** Deep, shining red; very large.

**Diadem.** Pure white; low growing; large.



Flower-head of Hardy Perennial Phlox

**Eclaireur.** Rosy magenta with lighter halo.

**Iris.** Bluish violet; very tall and large.

**L'Aiglon.** Carmine-rose, darker center; tall.

**Mont Sully.** Orange-scarlet with purple eye.

**Perle Rose.** Rose-purple; very striking.

**Rachel.** Rose-pink with purple eye.

**Selma.** Pale rose; very tall; fine flowers.

**Suffrage.** Lilac-mauve with rosy center.

**Tapis Blanc.** Pure white; dwarf; large flowers.

Ron't fail to include Hardy Phlox in your order. Plant them by the dozens or hundreds—the more of them you plant the greater will be the joy of your garden. In masses of one color or in mixed colors they make a glorious sight.

For planting in clumps, groups, in beds, borders—anywhere, everywhere the Hardy Phlox is unsurpassed.

Price of Hardy Perennial Phlox, in strong, vigorous plants, sure to bloom this summer, 15 cts. each, \$1.50 per dozen, postpaid; \$10 per 100 by express.

**SPECIAL OFFER** One each of the entire list of Hardy Perennial Phlox above, 15 varieties, all correctly labeled, \$1.75; two plants of each, 30 in all, \$3.25, postpaid. This is the greatest offer in these wonderful plants ever made.

# THE ROSES OF NEW CASTLE

## HELLER'S HARDY PERENNIAL FLOWERS

Arranged According to Their Time of Blooming

### VIOLETS



The exquisite Marie Lynch Violet

Almost before the spring snows cease the Violet will be found braving the chilly air and sending up its dainty, sweet-smelling flowers as harbingers of the glory of the garden to follow. Some of the varieties bloom more or less sparingly during the summer, while Marie Lynch will yield a profusion of flowers late in September and October.

**Marie Lynch.** Of all the Violets grown this is the sweetest, daintiest and most beautiful, with a perfume simply exquisite. In color, it is a charming shade of lavender-pink and the foliage is rich, dark green.

**Peacock.** Beautiful blue with white center.

**Swanley White.** Pure white, perfectly double; fragrant.

**Lady Hume Campbell.** The finest double blue Violet, large and sweet-scented.

**California.** The largest of all; rich, violet-blue, immense single flowers.

**PRICE:**—Strong Violet plants 10c. each, 3 for 25c., by express; larger plants or clumps, 20c. each, 6 for \$1, postpaid; \$6 per 100 by express; larger plants or clumps, 20c. each, 6 for \$1, postpaid. \$12 per 100 by express.

### BLOOMING IN APRIL

**American Red Columbine** (*Aquilegia Canadensis*). Flowers have yellow cups and scarlet spurs and nod gracefully on the ends of long stems.

### BLOOMING IN MAY

**Rocky Mountain Columbine** (*Aquilegia caerulea*). Blue flowers two inches across, with long spurs.

**Golden-spurred Columbine** (*Aquilegia chrysanthia*). Grows three to four feet high with bright golden flowers bearing long and spreading spurs. Blooms continuously all summer.

**Sweet Rocket** (*Hesperis matronalis*). A tall-growing plant bearing clusters of dainty small flowers ranging in color from white to purple. Blooms all summer.

**Old-fashioned Peonies.** See under the head of Peonies, page 66.

**German Iris.** See under the head of Iris, page 67.

**Lily-of-the-Valley** (*Convallaria majalis*). Dainty sprays of white, bell-shaped flowers and broad foliage. Supplied only in "pips," 3 for 15c., 50c. per doz., \$3 per 100, postpaid.

Price of all hardy perennials, except where noted, in strong, vigorous, well-rooted plants, 15c. each \$1.50 per doz., postpaid, in one or assorted varieties as desired.



The dainty flowers of the Columbine

HARDY PERENNIAL FLOWERS—Continued

BLOOMING IN MAY—Continued

**Hardy Pink—Double Scotch** (*Dianthus plumarius*). White and pink flowers like small carnations; low-growing plants used for edges. Evergreen foliage. Don't cover in winter.

**Hardy Pink—Pheasant's Eye** (*Dianthus plumarius*). Like the former, but with deeper-colored flowers of pink and red.

**Garden Heliotrope** (*Valeriana officinalis*). A rapidly spreading plant of low growth, bearing clusters of sweet-scented small white flowers.

**Forget-Me-Not** (*Myosotis dissitiflora*). Low-growing, spreading plant with a profusion of dainty blue, five-petaled flowers, with yellow eyes.

**Oriental Poppy** (*Papaver orientalis*). Magnificent, large, striking flowers of gorgeous shades of red. Flowers grow on long stems. Foliage rough; dies down in summer.

BLOOMING IN JUNE

**White Tansy or Yarrow** (*Achillea*, THE PEARL). Handsome clusters of white flowers on long stems, forming splendid sprays for cutting. Blooms all summer.

**Alkanet** (*Anchusa Italica*, DROPMORE VARIETY). Tall-growing plant, with rough foliage and bearing large heads of deep-blue flowers. Fine for the back of the border or amongst shrubbery. Blooms continuously to September.

**Canterbury Bells** (*Campanula*). Tall and majestic plants bearing large clusters of beautiful, blue, bell-shaped flowers. Fine for cutting.

**Cup and Saucer** (*Campanula media*). Quaint, old-fashioned flowers resembling a cup and saucer, in colors varying from white to pink and blue.

**Tickseed** (*Coreopsis lanceolata*). Handsome plants growing a foot or two high and bearing great masses of bright-yellow ray-form flowers. Will bloom again in fall.

**Larkspur** (*Delphinium Formosum*). Handsome spikes of bright blue flowers growing three to four feet high. If cut when first in bloom, more flowers appear in the fall.

**Sweet William** (*Dianthus barbatus*). Handsome clusters of flowers of all shades, from white to deep, dark red. One of the best known of all hardy garden flowers.



The quaint flowers of Canterbury Bells

Both single and double. Blooms all summer.

**Foxglove** (*Digitalis*). Gorgeous spikes of tubular flowers in shades of white and rose and purple, curiously mottled and marked. Grows four to five feet tall, and is most majestic in effect.

**Pyrethrum**. Most attractive, ray-form flowers, varying in appearance from that of an enlarged single daisy to a flat, double chrysanthemum. All colors, white to deep red. One of the most satisfying of all perennials. (See illustration.)

**Late Peonies.** Named varieties. See under the head of Peonies, page 66.

**Hardy Phlox.** Early varieties. See Hardy Perennial Phlox, page 69.

**Japanese Iris.** See under the head of Iris, page 68. Some of the Japanese Iris bloom well into July.

Price of all hardy perennials on this page, in strong, vigorous, well-rooted plants, 15c. each. \$1.50 per doz., postpaid, in one or assorted varieties as desired.

# THE ROSES OF NEWCASTLE

## HARDY PERENNIAL FLOWERS—Continued



Various forms of Pyrethrum flowers.

### BLOOMING IN JUNE—Continued

**Showy Coneflower** (*Rudbeckia Newmanni*). Handsome plant, two to three feet high, with many branching stems, and bearing great quantities of brilliant yellow, ray flowers with brownish purple centers, like an enlarged "Black-eyed Susan."

**Purple Coneflower** (*Rudbeckia purpurea*). Brilliant orange-colored ray flowers with purple, cone-shaped discs. Grows very tall and bears a profusion of flowers like small sun-flowers. Fine for cutting.

**Narrow-leaved Yucca** (*Yucca angustifolia*). Splendid decorative plants with long, narrow leaves and throwing up from the center a magnificent spike of white, bell-shaped flowers.

**Variegated-leaved Yucca** (*Yucca variegata*). A form of the "Adams' Needle," with striped foliage and great spikes of flowers.

### BLOOMING IN JULY

**Blanket Flower** (*Gaillardia grandiflora*). Magnificent, large ray-form flowers of a tawny orange, with purple discs. Blooms constantly until September.

**Maltese Cross** (*Lychnis Chalcedonica*). Splendid, tall plants, bearing clusters of vivid scarlet flowers, each one like a Mal-

tese Cross in shape. One of the favorites of the old-time gardens.

**Japanese Iris** Late varieties. See under the head of Iris, page 68.

**Hardy Phlox.** Mid-season varieties. See Hardy Perennial Phlox, page 69.

**Evening Primrose** (*Oenothera*). Large plants with bright golden yellow flowers, opening as the sun goes down.

**Cinquefoil** (*Potentilla*). Mixed varieties. Handsome, upright plant with single, five-petaled flowers in all shades of red. Very effective and blooms through August.

**Marguerite, or Paris Daisy** (*Chrysanthemum frutescens*). Large, daisy-like flowers and finely cut foliage. Splendid for cutting.

### BLOOMING IN AUGUST

**Mallow Crimson-Eye** (*Hibiscus*). Magnificent, large, creamy white flowers, with five broad petals and large, crimson centers.

**Baby's Breath** (*Gypsophila paniculata*). A tall-growing plant bearing the greatest profusion of small, white flowers, creating a mist-like effect over the plant, giving it its poetic name.

**Hardy Phlox.** Late varieties. See Hardy Perennial Phlox, page 69.

### BLOOMING IN SEPTEMBER AND OCTOBER

**Windflower** (*Anemone Japonica*). Most beautiful plants with grape-like foliage and bearing chaste and exquisite broad white flowers until frost. The plants grow tall and should be set well back in the border. One of the handsomest of all hardy flowers.

**Hardy Chrysanthemums.** Pompon Varieties. These old favorites of long ago are still among the most popular of all hardy flowers, and carry the blooming season well into the fall, oftentimes being in full bloom when the first snow falls.

### Varieties of Pompon Chrysanthemums

**Acto.** Dahlia-like petals; bright rose.

**Alma.** Pink; extra large.

**Baby.** Golden buttons; very late.

**Bessie Flight.** Rosy heliotrope; very large.

**Garza.** Snow-white; single; yellow center.

**Magnificus.** Pure white; extra large.

**Mignonette.** Yellow; feathery in effect.

**Savannah.** Yellow; extra large and fine.

Price of all hardy perennials on this page, in strong, vigorous, well-rooted plants, 15c. each'  
\$1.50 per dozen, postpaid, in one or assorted varieties as desired.

# Heller's Glorious Chrysanthemums

Our large-flowering Chrysanthemums make a magnificent show in the garden in the late summer and fall, and they are among the easiest of all plants to grow. In ordinary soil, with a fair amount of sunshine, they thrive to perfection and grow quickly into large bushes producing hundreds of gorgeous flowers. If grown for large, specimen flowers, first put them into pots three to four inches in diameter, replanting them as they make growth into larger pots or boxes six to seven inches across. Use good, rich soil, and water frequently and thoroughly. Pinch off all buds except those wanted for the large exhibition flowers.

**Price of all varieties of Chrysanthemums, strong well-rooted pot-plants, 10 cts. each, 6 for 50 cts., 12 or \$1, none or assorted varieties, postpaid.**

**Black Hawk.** Crimson-scarlet; very large.

**Clementine Touset.** White, flushed pink. October.

**Dr. Enguehard.** Pink; very large; late.

**Glory of the Pacific.** Pink; extra fine.

**Golden Glow.** Velvety yellow; early.

**Jennie Nonin.** Pure white; globular.

**Mad Doulette.**

**Major Bonnafon.** Finest yellow; late.

**Miss Minnie Bailey.** Bright pink.

**Monrovia.** Best early yellow.

**Mrs. Chamberlaine.**

**Mrs. Jerome Jones.** White; Japanese incurved.

**Mrs. W. H. Weeks.**

**October Frost.** White; extra large.

**Polly Rose.** White; splendid form.

**Timothy Eaton.** White; extra large.

**W. H. Chadwick.** White; large; late.

**Yellow Chadwick.** Bright yellow; extra fine.

**Yellow Eaton.** Golden yellow; large.

**SPECIAL OFFER** For \$1 we will send to any address, postpaid, 20 choice Chrysanthemums, our selection, distinct and different, all labeled. You will not be disappointed by leaving the selection to us.

## Chinese Hibiscus

These grow to perfection in the garden all summer, and if taken up in the fall and planted in pots or tubs they will bloom all winter, if given a sunny position in the house. Grown in tubs they are often used for porch decoration.

**Aurantiacus.** Large, double flowers of salmon. A strong, thrifty plant which soon forms a large bush.

**General Courtegis.** Single flowers of the brightest scarlet.

**Magnificus.** Deep magenta flowers with petals tinged brown. Handsome, deeply cut foliage.

**Any of the above varieties, 15 cts. each, 3 for 40 cents, postpaid.**



Type of Heller's Chrysanthemums

## Charming Fuchsias

Fuchsias are splendidly adapted for growing in the garden and for house culture, forming most ornamental and graceful pot-plants. The poetic name, "Lady's Eardrop" describes them well, as the pendant flowers in shades of white, pink and purple remind one of the old-fashioned earrings.

**Speciosa.** Star-shaped flowers, with rose sepals and corolla of deep crimson.

**Wave of Life.** Bright scarlet sepals and deep purple corolla.

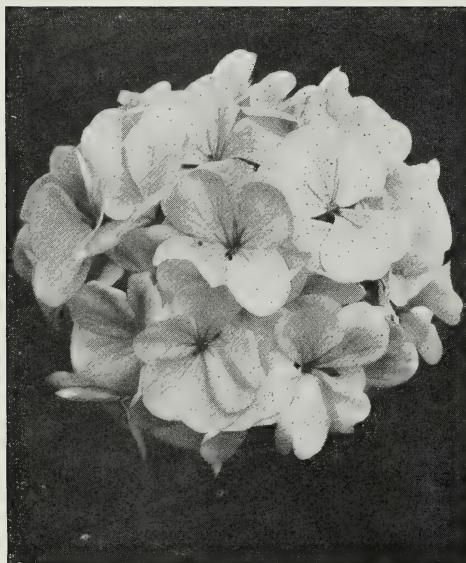
**Mrs. E. G. Hill.** Sepals brilliant scarlet; corolla pure white, large and double.

**Price, strong plants, 15 cts. each; one each of the 3 varieties for 40 cts., postpaid.**

# THE ROSES OF NEW CASTLE

## Heller's Choicest Geraniums

The most easily grown of all flowering plants. Particularly fine for bedding or for growing in porch and window boxes; in fact, wherever a quick, brilliant effect is wanted, Geraniums are unsurpassed. The following list embraces the very best varieties known.



Heller Single Geranium

**Alphonse Ricard.** Double; bright vermillion.

**Beaute Poitevine.** Double; shrimp-pink, shading to white.

**Berthe de Presilly.** Semi-double; silver very rose-pink.

**Comtesse de Harcourt.** Double; pure white.

### Fragrant Tuberoses

**Dwarf Excelsior Pearl.** Flowers pure white, very double, of immense size and sweetly scented. 3 for 10c., 9 for 25c., 30c. per dozen, postpaid.

**Orange-flowered.** Bears snow-white flowers. 5c. each, 7 for 25c., 40c. per dozen, postpaid.

**New Variegated-leaved.** The leaves are bordered with white; large, white flowers. 5c. each, 7 for 25c., 40c. per dozen.

**SPECIAL OFFER:** We send, postpaid, nine Excelsior Pearl Tuberoses, three Orange-flowered and three New Variegated-leaved—fifteen in all—for 40 cts.

**Dagata.** Semi-double; mauve-rose, with large blotches of white at base of upper petals.

**Dryden.** Single; white center, shading through a delicate lilac toward outer edge of petals, which are glowing soft crimson.

**E. H. Trego.** Semi-double; dazzling scarlet, pleasing velvety finish on saffron ground.

**Jean Oberle.** Semi-double; peach-pink, gradually shading to almost pure white at outer edge of petals.

**Jean Viaud.** Double; bright, clear shade of mauve-rose, shading to a clear white throat.

**La Favorite.** Double; pure white.

**Leon Baudrier.** Semi-double; carmine-lake shading soft cerise to a large white center.

**Madame Recamier.** Double; snow-white.

**Madame Salleroi.** Variegated foliage, bright green, edged with white. Excellent for planting in large beds.

**Montmort.** Double; deep, brilliant purple.

**Mrs. Lawrence.** Double; bright, satiny salmon-pink, slightly tinged white.

**S. A. Nutt.** Double; dark red.

**Thomas Meehan.** Single; brilliant rose-pink.

**Price:** Strong, thrifty plants, ready for immediate effect, 15 cts. each, \$1.50 per dozen, in one or assorted varieties, postpaid.

**SPECIAL OFFER:** One each of the entire list of 17 varieties named above, in stout, thrifty plants, each one labeled, \$2, postpaid.

### Sweet-Scented Jessamine

Charming pot plants, constantly in bloom and bearing a profusion of thick-petaled flowers of wonderful fragrance. One plant will perfume a large room.

**Maid of Orleans.** Large, double; white.

**Gracillium.** Snow-white flowers, in clusters; foliage graceful and somewhat twining. Can be trained over a window.

**Grandiflorum.** Flowers star-shaped, pure white.

**Revolution.** Of climbing habit with bright yellow flowers.

**Price,** all varieties, 20 cts. each, 3 for 50 cts., postpaid.

## Heller's Handsome Carnations

Carnations are among the handsomest of all flowers, and our extra-strong, stocky plants will bloom profusely all summer. The flowers are superb and have an exquisite clove fragrance. Bring indoors in early fall. Grown in pots they will bloom abundantly during the winter. We offer the newest and best varieties now known.

**Admiration** (*new*). Brilliant red. Strong in growth and free in bloom.

**Apple Blossom** (*new*). Handsome white flower, daintily marked pink.

**Beacon**. Dazzling scarlet; very large and full.

**Boston Market**. Standard white.

**Lawson Enchantress**. Brilliant pink; fine shade; large size.

**Rose-Pink Enchantress**. Deeper pink than Enchantress.

**Victory**. Brilliant red; extra-large flower and particularly free in bloom.

**White Enchantress**. A magnificent large, white flower of splendid form.

**White Perfection**. Clear, brilliant white; fine form and very large.

**W. H. Taft** (*new*). Brilliant pink; splendid size and form.

**Mrs. Patten** (*new*). White, beautifully marked with pink.

**Afterglow** (*new*). Clear, rose pink; exquisite.

**Conquest** (*new*). Beautifully variegated; white and red.

**Mrs. Bassett** (*new*). Beautiful crimson, scarlet; extra large.

**Georgia** (*new*). A great new white; exquisite.

Price: Strong, vigorous plants, 10 cts. each, \$1 per dozen, postpaid, in one or assorted varieties, purchaser's selection.



Carnations and Asparagus plumosus

**SPECIAL OFFER:** For \$1 we will send postpaid 15 plants of the above varieties, our selection, all correctly labeled.

## A Few House Plants of Sterling Merit

### ASPARAGUS PLUMOSUS

#### Lace Fern

A handsome, fern-like plant with fine, feathery foliage resembling the finest lace. The graceful fronds are often used with splendid effect with cut-flowers. Strong plants, 15c. each, 4 for 50c., postpaid.

### ASPARAGUS SPRENGERI

#### Emerald Feather

One of the most graceful of all house plants for growing either in a hanging basket or a vase set upon a high standard. The long, slender stems, carrying great masses of handsome, feathery foliage, grow four to

five feet long and hang in graceful festoons. The plant is very quick in growth and soon forms a splendid specimen. Fine, strong plants, 15c. each, 6 for \$1; large, two-year-old plants, 40c. each, postpaid.

### SMILAX

#### For the Window Garden

A handsome climbing vine with beautiful, glossy green, heart-shaped leaves, which can be trained with splendid effect over the window. The foliage is often used with cut-flowers. Strong plants, 15c. each, 4 for 50c., postpaid.

**Sansevieria Zealanica**. Long, leathery leaves, marked with silvery gray and standing upright. 15c. each, 4 for 50c., postpaid.

# THE ROSES OF NEWCASTLE

## Heller's Distinctive Dahlias

Dahlias are the most popular of all plants for late summer and autumn blooming, the flowers vieing with the largest Chrysanthemums in size, and rivaling the Peonies in brilliancy of color. Easily grown in any soil or situation. Our Dahlias are always supplied in the form of strong pot-plants, which are, in every way, superior to dormant roots. These plants are ready to set out in the garden, will grow much more rapidly than those produced from roots, will soon make sturdy bushes, and will give a greater profusion of flowers. Our list contains only the very choicest varieties, all guaranteed true to name.



Dahlia, Clifford W. Bruton

Price of all varieties, in strong, well rooted pot-plants, 15 cts. each, \$1.50 per dozen, postpaid, in assorted varieties, purchaser's selection.

### SHOW DAHLIAS

**A. D. Livoni.** Pink; splendid large flower; grows tall.

**Queen of Yellows.** Brilliant, golden yellow; very large.

**Miss May Loomis.** Dainty flesh-tinted pink; splendid form.

**Harry Freeman.** Snow-white; large and finely formed.

**Red Hussar.** Brilliant cardinal-red; very large.

### NEW GODFREY CALLA

A great improvement over the Little Gem Calla, blooming more profusely, and has snow-white flowers of perfect form. Plant dwarf in growth. Strong, vigorous plants, 20c. each; larger size, 30c. each, postpaid.

**New White Calla (Lily of the Nile).** Handsome white flowers and broad foliage. Strong, large plants, 20c. each, postpaid.

**Spotted Calla.** Handsomely marked foliage and white flowers with black throat. Strong plants, 20c. each; larger size, 30c. each. Fine, large bulbs, 15c. each. All postpaid.

**New Yellow Calla.** Bright golden yellow and very fragrant. Bulbs only, 20c. each, 6 for \$1, postpaid.

### CACTUS DAHLIAS

**Gloriosa.** Velvety crimson; large.

**Kriemhilde.** Delightful shade of pink.

**Countess of Lonsdale.** Salmon-pink; large and finely formed.

**Capstan.** Red with apricot-yellow shades.

**Innovation.** Brilliant crimson; fine form.

### DECORATIVE DAHLIAS

**Clifford W. Bruton.** The finest yellow in its class. Magnificent flower.

**Wm. Agnew.** The best red Dahlia; fine in form and texture.

**Nymphae.** Pink and white; looks like a water-lily in color.

**Kaiserin Augusta Victoria.** Magnificent white flower; very large.

**Mrs. Roosevelt.** Exquisite; soft pink; the largest of its class.

**Sylvia.** Varies from white to pink; large and fine.

### FANCY DAHLIAS

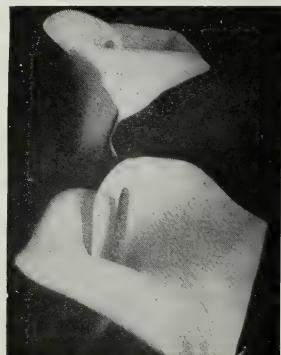
**Twentieth Century.** Single, broad flower of brilliant crimson, with white edges.

**Snow-Clad.** Pure white; flowers large; plant of dwarf growth.

**Uncertainty.** All colors from pure white to deep maroon.

**Fern-Leaved Beauty.** White flowers splashed with red; foliage handsomely cut.

**SPECIAL OFFER:** For \$1 we will send a splendid assortment of Dahlia plants, our selection, each one correctly labeled, postpaid.



New Godfrey Calla Lillies

## Heller's Gorgeous Flowering Cannas

We offer a most magnificent lot of Flowering and Foliage Cannas, in large, lusty pot-plants only, which give far more satisfactory results than dormant roots. In planting beds for foliage effects, results can be seen at once—there is no risk of the plant being of the wrong color. The Canna affords the easiest possible field for the propagation of oddities and new varieties from seed. The possibilities in that direction are unlimited—that is why some dealers offer such an extensive list, most of which are but passing fancies or duplicates of the standard sorts. These standard kinds are as firmly fixed as the varieties of Roses—that is the kind included in our small but comprehensive list. No one need go outside of this list to procure any desired effect, either in flower or foliage, and our friends will find that the only proper way to grow Cannas is by planting our splendid, strong, vigorous pot-plants.

Price of all Cannas, except Mont Blanc, in strong, thrifty pot-plants, guaranteed to give the greatest satisfaction, 15 cts. each, \$1.50 per dozen, postpaid; \$10 per 100 by express, in one or assorted varieties.

### Green Foliage

**Improved Mont Blanc.** The handsomest white Canna ever introduced. Splendid foliage. 35c. each, 3 for \$1, postpaid.

**Allemania** Yellow, spotted scarlet. 5 ft.

**Alphonse Bouvier.** Crimson flowers. 7 ft.

**Alice Roosevelt.** Crimson flowers. 2½ ft.

**Burbank.** Yellow, spotted crimson. 6 ft.

**Chas. Henderson.** Crimson flowers. 3½ ft.

**Crimson Bedder.** Scarlet-crimson. 3 ft.

**Elizabeth Hoss.** Yellow with red dots. 3½ ft.

**Express.** Scarlet-crimson. 2½ ft.

**Florence Vaughan.** Yellow, spotted crimson. 4 ft.

**J. W. Elliott.** Crimson flowers. 5 ft.

**Louisiana.** Vivid scarlet. 5 ft.

**L'Patrie.** Light crimson. 4 ft.

**Martha Washington.** Pink flowers. 3 ft.

**Mlle. Berat.** Pink flowers. 4 ft.

**Mme. Crozy.** Red with yellow border. 2½ ft.

**Mrs. Kate Gray.** Orange flowers. 7 ft.

**New York.** Carmine flowers. 6 ft.

**Partenope.** Orange flowers. 5½ ft.



A Bed of Heller's Flowering Canna—Lily's  
Paul Marquant. Salmon-pink flowers.  
4 ft.

**Pennsylvania Red Flowers.** 7 ft.  
**President McKinley.** Crimson. 2½ ft.  
**Queen Charlotte.** Orange-scarlet. 3 ft.  
**Souv. Antoine Crozy.** Scarlet. 3 ft.

**Bronze and Brown Foliage**  
**David Harum.** Bronze. Scarlet flowers.  
**Egendale.** Bronze. Cherry-red flowers.  
**Robusta.** Brown. Bright red flowers.  
Grows 8 feet tall and very impressive.

### SALVIA---Scarlet Sage

The most satisfying and popular bedding plant in existence. A bed of Salvia planted out in the garden or at the base of the porch fairly glows all summer and until late fall with its masses of brilliant scarlet flowers. Will grow to perfection in ordinary soil and requires no care. Plant ten to twelve inches apart or closer if desired. A bed of Cannas, edged with Salvia makes a wonderful display at little expense.

**Strong, well-rooted pot-plants, 10c. each, 75c. per dozen, postpaid; \$5 per 100, by express.**

*The writer planted one hundred Scarlet Sage plants in different places around his home yard. An unsightly corner near the cellar door on the north side was ablaze with bloom all summer long; that space along the west wall of the house where rubbish usually collects was transformed into a blaze of glory and many other unfavorable nooks and corners were beautified—all with Scarlet Sage. The whole cost was only \$5.00. The result was worth \$50.00.*

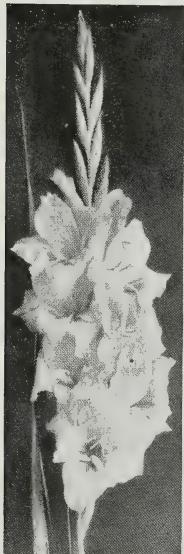
### GERANIUM---Salleroi

Effective in a dozen different ways. Bright green foliage heavily edged with white—beautiful and unique. Used universally for bedding effects, in solid masses and for edging beds of Cannas, Salvias, Geraniums, Roses, Violets, etc. No other plant so effective. A mass of Scarlet Sage edged with Salleroi Geranium is the most brilliant, cheapest and best of all decorations. Try them. An inexpensive and most beautiful center piece for the dining table (*and let credit for this discovery be given where it belongs—to the good wife of the writer*) can be had by using an ordinary Fern dish—cost 10c.—one 35c. size Salleroi for the center and about two each *Asparagus Sprengeri* and *Plumosus*, 15c. size around the edge—total about \$1.00—effect worth \$5.00. Try it. The idea is not copyrighted.

**Prices:** Strong plants 15c. each; 10 for \$1.00; larger plants 25c. each; 6 for \$1.00, postpaid; large specimens, two-year-old plants 35c. each by express.

# THE ROSES OF NEW CASTLE

## Heller's Charming Gladioli



Gladiolus America

The Gladiolus is growing more popular each year, both for blooming in the garden and for use as cut-flowers. Our list is not large, but comprises the very best varieties, all guaranteed to bloom this year. Our bulbs are not the usual one-year size too often sent out at low prices, but large, healthy, sure-to-bloom, two- and three-year-old bulbs, full of life and vitality and ready to start growing as soon as planted. All Gladioli are sent by mail *postpaid*, at the prices mentioned.

**America.** The very best pink; large spike, splendid flowers. 15c. each, 4 for 50c.

**Brechleyensis.** Vermilion-scarlet; extra large. 5c. each, 50c. per dozen.

**Brilliant.** Orange-red with carmine and white throat. 10c. each, 6 for 50c.

**Columbia.** Light orange-scarlet, marked with purple. 8c. each, 7 for 50c.

**Easter.** White, tinged lemon. Early. 7c. each, 8 for 50c.

**Emma Thursby.** White with carmine stripes. 10c. each, 6 for 50c.

**Florida.** Very dark red. Extra early. 8c. each, 7 for 50c.

**Henry Gilman.** Salmon-scarlet, white bands. 8c. each, 7 for 50c.

**Jessie.** Velvety red; long spike. 8c. each, 7 for 50c.

**Lamarck.** Cherry-red with orange markings. 7c. each, 8 for 50c.

**May.** White with crimson blotches. 8c. each, 7 for 50c.

**Marie Lemoine.** Creamy white flushed with lilac and spotted with violet. 10c. each, 6 for 50c.

**Salem.** Salmon-pink with maroon blotches. 10c. each, 6 for 50c.

One each of the entire set of 13 splendid Gladioli above, in strong, sure-to-bloom bulbs, 75c. *postpaid*; 2 complete sets, all labeled, \$1.26 *postpaid*.

**Superfine Mixture** All colors of Gladioli, fine, blooming bulbs, not named, that will make a splendid show in the garden and supply a multitude of cut-flowers; 50c. per dozen, \$3.50 per 100, *postpaid*.

## Heller's Handsomest of All Lilies

In good, fertile soil, six to eight inches deep, each bulb surrounded by a half-inch of sand, their glorious flowers of radiant beauty soon become a feature of the garden. They grow vigorously and survive from year to year.

**Auratum.** Magnificent pure white flowers, exquisitely spotted with rose, and rayed and banded with yellow. Extra-selected, blooming bulbs, 20c. each, 3 for 50c., 6 for \$1; enormous bulbs, 25c. each, 5 for \$1; *postpaid*.

**Longiflorum or Japan Easter Lily.** Beautiful snow-white, fragrant Lily. 15c. each, 4 for 50c., 9 for \$1; extra-large bulbs, 20c. each, 6 for \$1; enormous bulbs, 25c. each, 5 for \$1, *postpaid*.

**Lily-of-the-Valley.** Lovely, fragrant sprays of white flowers. 3 for 15c., 50c. per doz., \$3 per 100, *postpaid*.

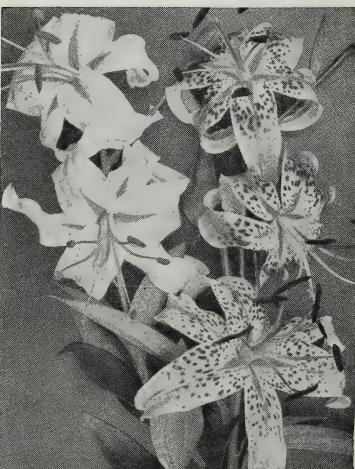
**Candidum.** The well-known Annunciation Lily, or St. Joseph's Lily, so plentifully grown in old gardens. 15c. each, 4 for 50c., 9 for \$1, *postpaid*.

**Speciosum album.** Glistening white, very fragrant. 15c. each, 4 for 50c., 9 for \$1, *postpaid*.

**Speciosum rubrum.** Bright crimson and white. Grows very tall. 15c. each, 4 for 50c., 9 for \$1, *postpaid*.

**Double Tiger Lily.** Deep, fiery red spotted with black. 15c. each, 4 for 50c., 9 for \$1, *postpaid*.

**Single Tiger Lily.** Orange, with black spots. The flowers grow in clusters on a high stem. 15c. each, 4 for 50c., 9 for \$1, *postpaid*.



Speciosum Lilies—Album and Rubrum

## GIANT-FLOWERING CALADIUM

For massive foliage effects. The plant grows from eight to ten feet high, with bright green leaves, four to five feet long and two to three feet wide. It is hardy and endures drought, and produces immense, snow-white, fragrant flowers, resembling giant callas, pure white at first, changing later to pale yellow, and wonderfully fragrant at night. Require rich soil and plenty of water. Strong, well-rooted plants, 20c. each, 3 for 50c., postpaid.

**CALADIUM ESCULENTUM.** Elephant's Ear. Immense leaves, often four feet long. Magnificent for large beds or individual plants. Extra-large bulbs, 15c. individual plants. Extra-large bulbs, 15c. ea., 4 for 50c.; larger size, 25c. each, postpaid.

### American Wonder Lemon

A magnificent tub or pot plant, with large, dark green foliage and handsome, pure white flowers, nearly as large as tuberose blooms, fragrant as orange blossoms. Plant in ordinary soil, in a pot or tub. Not only ornamental, but useful. Very hardy. Strong plants, 20c. each, 3 for 50c.; larger size, 25c. each, 5 for \$1, postpaid; large bearing plants, 75c. each, by express.



Giant-Flowering Caladium

### Fancy-Leaved Caladiums

The most brilliant in effect of all house-plants, with extremely large, long, heart-shaped leaves which are beautifully spotted, margined and variegated with every imaginable color except blue. Our bulbs are specially grown for us by the leading expert in this country. They are suited for pot culture in house, conservatory or shaded situation in open ground. Extra-large bulbs, 20c. each, 3 for 50c., 7 for \$1, postpaid.

### Otaheite Orange

A dwarf reproduction of the genuine fruit-bearing orange tree, the flowers being identical. It flowers and fruits in pots and blooms continuously. Fragrance is delicious. Fruits immediately after flowering and bears fruit and flowers at the same time. Strong, young plants, 15c. each, 4 for 50c.; larger size plants, for immediate effect, 35c. each, 3 for \$1, postpaid.

### Gloxiniyas

Magnificent pot-plants, for house adornment, with velvety green foliage and trumpet-shaped flowers of exquisite beauty, spotted and marked in a most brilliant manner. Special colors: Scarlet-violet, with white border; red with white border; white; blue. 15c. each, 4 for 50c., postpaid.



American Wonder Lemon

# THE ROSES OF NEW CASTLE

## HELLER'S BEAUTIFUL FERNS

There is a charm about the Fern for home adornment hard to equal with any other plant, with their long sprays of fresh, lively, green, handsome foliage. Even the smallest plants will in a short time grow into magnificent specimens. They are of the easiest culture, requiring little or no care, and will last indefinitely.

**Boston Fern.** Long, broad fronds, drooping gracefully and forming a plant of immense size.

**Dwarf Boston Fern (Scotti).** Dwarf growing and compact.

**Crested Dwarf Boston (Schotzeli).** A beautiful, fluffy dwarf Fern, with each frond curled and crinkled.

**Whitman's Lace Fern (Whitmanii).** Most beautifully cut and frilled foliage, the fronds being large and broad.

**Philadelphia Lace Fern (Amerophli).** Delicately cut fronds.

**Pierson's Fern (Piersonii).** Ostrich Plume Fern. Beautifully frilled, and the fronds arch over in a most graceful manner.

Price of all Ferns, strong, shapely plants, 15 cts. each, any 4 for 50 cts.; larger size, 25 cts. each; extra large, two-year-old plants, splendid specimens, 35 cts. each, postpaid.

In the early spring last year, the writer planted six ferns, first-size plants, in a shady corner along the North wall—the corner between the porch and the house that always looks so bare—and the way they grew was a sight to behold. Now (this winter) they are doing duty indoors in a window conservatory—immense specimens worth easily \$1.00 each. Try some of these Ferns this way. Send for them now; grow them indoors until the weather grows warm, then plant them outside, and you'll be more than delighted with the result.



The Beautiful Whitman Fern

### Japanese Fern Ball

When suspended and kept moist it breaks out into a mass of dainty, lace-like, fern foliage, forming a beautiful ball of green. Keep it moist with occasional sprinklings and do not allow it to become dry. Good, fresh balls, just imported, 5 inches and more in diameter, 40c. ea., 2 for 75c.; larger size, 7x9 inches, 65c. ea., 2 for \$1, postpaid.

### Painted Leaf or Rex Begonias

The fancy-leaved Begonias are the most beautiful of all foliage plants, their odd-shaped, brilliantly colored foliage producing an effect impossible to secure with other plants. For growing in porch and window boxes, or in pots.

**Bertha McGregor.** Gray; green fringe.

**Duchess de Barbot.** Green; gray spots.

**Lesoudii.** Dark; green and silver edge.

**Lord Palmerston.** Green, with silver spots; large.

**Louis Clossen.** Very beautiful deep, bronzy red, with pink band.

**Mrs. E. Bonner.** Silver, with green fringe; pointed.

**Queen of Hanover.** Green, with gray spots.

**Robert George.** Green, with silver fringe.

**Ruth Friedly.** Silver, with green edge; large.

**Silver Fleece.** Silver; medium size.

Price of all Rex Begonias, in large, strong, handsome plants, 15c. each, 4 for 50c., 9 for \$1; larger plants, 20c. each, 3 for 50c.; in one or assorted varieties, postpaid.



Rex Begonia, Louis Clossen

## Flowering Begonia, Gloire de Lorraine

This magnificent Begonia is one of the most beautiful flowering plants now known, and the very finest of all plants for pots or boxes, being in constant bloom and bearing great masses of exquisite pink flowers above handsome green foliage. (See illustration.) Strong plants, 35c. each, 3 for \$1, postpaid.

### Flowering Begonias

Handsome plants for pots or borders, with fine, fresh-green foliage, and bearing a great profusion of dainty white and pink flowers. Constantly in bloom and require little care. Fine, strong plants, assorted varieties, 15c. each, 4 for 50c., postpaid.



Begonia Gloire de Lorraine

### Giant Persian Cyclamen

Without question one of the very best of flowering house-plants. It is literally in bloom all the time, and the warmer the house the more profusely it will bloom. Will grow to perfection on a window sill and not be affected by cold draughts. There is nothing finer for hanging baskets. The foliage is dark olive-green, charmingly variegated with silver and rose. The flowers are odd in shape, of a beautiful variety of colors—white, pink, red and crimson, and suspended on long, stiff stems. Strong pot-plants, 20c. each, 3 for 50c., postpaid.



Giant Persian Cyclamen

## The Very Finest of All Palms

Among the most satisfactory of all foliage plants for home adornment are the Palms listed below. They grow luxuriantly in the house during the winter and in summer make very decorative additions to the porch.

**Kentia Belmoreana.** The typical house Palm, growing tall, with long, drooping leaves.

**Kentia Fosteriana.** Like the former, but with broader leaves.

**Areca Lutescens.** Tall and slender in growth, with yellowish green trunk and stems and long, drooping leaves.

**Latanica Borbonica.** The "Fan Palm." Has very broad leaves on stiff stems.

Price of all Palms: Handsome, first-size plants, 6 to 10 inches high, 25 cts. each, postpaid; larger size strong, vigorous plants, 50 cts. each, by express.

### NEW WEEPING LANTANA

Beautiful for baskets, vases, pots or for outdoor culture. Produces its clear lilac-pink flowers by the hundreds from early summer until severe frosts. Deliciously fragrant. Has a most graceful habit of growth. 15c. each, 4 for 50c.; larger plants, 20c. each, 3 for 50c., postpaid.

**REMEMBER** if your order amounts to \$5 or over we pay express charges, if requested to do so. If less than \$5 add ten per cent, and we will pay express charges.

# THE ROSES OF NEW CASTLE

## Heller's Special Flowering Shrubs



Hydrangea paniculata grandiflora

### Double Japan Snowball

(*Viburnum plicatum*)

A most handsome summer-flowering shrub, with peculiarly crinkled foliage and bearing in early June a great profusion of snowball-like clusters of white flowers. Even when not in bloom, the bush is distinctly ornamental and adds a touch of unique effect to the garden.

Strong, field-grown plants, 25c. each, 5 for \$1, postpaid; fine, large, two-year-old plants, field grown, 40c. each, 3 for \$1, by express.

### Spirea Van Houttei

Many varieties of Spirea are there, but the one conceded by all as the best is *Spirea Van Houttei*, with its magnificent drooping sprays of small white flowers in large clusters, borne so profusely as to give the effect of a snow-drift. Here in New Castle there is a hedge formed of this shrub, and when in bloom it is daily visited by scores of persons who come to feast their eyes on its beauty. If you want something which will be a lasting joy, plant a hedge of this beautiful shrub.

First-size plants, 25c. each, 5 for \$1, postpaid; three-year-old plants, 50c. each, \$5 per dozen, by express.

No matter how large or small the place, flowering shrubs are a positive necessity, for effects can be produced with them impossible of creation with any other form of garden adornment. We list the best selected kinds, all of which are the best known in gardening, and can furnish all the standard varieties of shrubs in any size desired. Write us of your needs in hardy shrubs, evergreens, etc.—we will be glad to supply them.

### Hydrangea paniculata grandiflora

The most ornamental of all Hardy Shrubs

The best known of all the Hydrangeas, with massive, cone-shaped clusters or panicles of flowers, borne in August and September. The flowers are white when first open, changing later to shades of bronzy pink, and cling to the bush for weeks. The flowers are often used in their dry state for home adornment in winter. Can be used with splendid results in the formation of a flowering hedge.

Strong, well-rooted field plants, 20 cts. each, 3 for 50 cts., postpaid; two-year-old, field-grown plants, with many branches, 50 cts. each; extra-large, three-year-old plants for immediate effect, 75 cts. each, by express.

### New, Hardy,

### Everblooming Hydrangea

(*Hydrangea arborescens sterilis*)

The New Everblooming Hydrangea is, as its name implies, constantly in bloom from early in June until frost, and is one of the most important additions in the way of hardy shrubs ever introduced. All summer long it bears great clusters of white flowers, much like the tender Hydrangeas in size and form, and it will grow of perfection in partial shade, making it most valuable for massing under trees or growing on the north side of the house.

Price, strong, vigorous plants, well rooted, 25 cts. each, 5 for \$1, postpaid; larger, field-grown plants, with several branches and fine roots, 50 cts. each, 3 for \$1, by express.

# **GORGEOUS TUBEROUS-ROOTED BEGONIAS**

**The Most Brilliant of all Flowering Plants.**

There is no plant in the whole realm of growing things which will give more bloom for as little care and attention as these handsome Begonias. May be started early indoors in pots and boxes and if desired transplant, after all danger of frost is past, into the open ground. Imagine a garden bed of glossy green foliage and literally ablaze all summer with the most gorgeous single and double flowers, two inches and more across, and of all shades of scarlet, white, pink, crimson, yellow and orange. And one of their greatest merits is that they will bloom where no other plant will do as well—in a shady corner. In fact, they like a partially shaded location, and if you have a shady place in your garden by all means plant these Begonias. They're never out of bloom, and their flowers are magnificent in size and simply gorgeous in color.

**SINGLE VARIETIES IN SEPARATE COLORS.** Scarlet, white, pink, yellow, crimson and orange, 10c. each, \$1 per dozen, postpaid.

**SINGLE MIXED COLORS—8 cts. each, 75 cts. per dozen, postpaid.**

**DOUBLE VARIETIES IN SEPARATE COLORS—As above 20 cts. each, \$2 per dozen, postpaid.**

**DOUBLE, MIXED COLORS—15 cts. each, \$1.50 per dozen, postpaid.**

## **Two Most Popular Hardy Hedge Plants**

### **California Privet**

**Set Plants 8 to 12 Inches Apart**

The one best all-round Hedge-plant. Can be trimmed or sheared to any desired shape. Has splendid, dark green, glossy foliage. Hardy everywhere. First-size plants, 15c. each, 9 for \$1, postpaid; \$5 per 100, by express or freight; three-year-old plants, 20c. each, 6 for \$1, \$10 per 100, by express or freight. Purchaser to pay express or freight charges in all cases. Orders for 50 at 100 rates.

### **Japanese Barberry**

One of the most beautiful shrubs for single specimens, and forms a splendid low-growing hedge. The flowers are followed by splendid clusters of bright red berries which cling to the plant all winter. First-size plants, 20c. each, \$2 per doz., postpaid; \$12 per 100, by express; large, three-year-old plants, 40c. each, \$4 per dozen, \$25 per 100. Shipped by express or freight; purchaser pays shipping charges.

## **MOON FLOWER**

**Better, Prettier and Cheaper than Awnings**

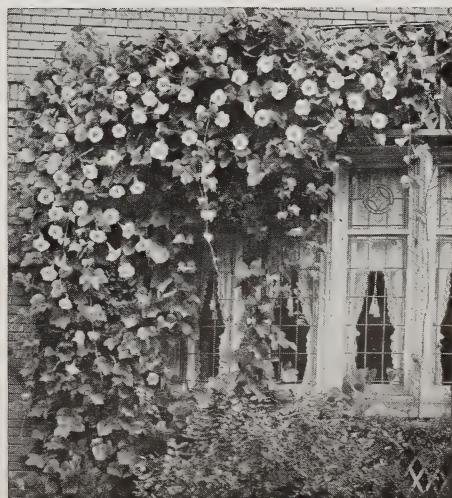
These wonderful vines grow with marvelous rapidity, 30 to 50 feet in a single season, and their broad, handsome foliage imparts a most refreshing shade on a hot summer's day. The flowers open as the sun goes down, and remain so during cloudy days. The best of all vines for quick shade. *The writer had more shade and comfort from four Moon Flower vines last summer than \$50 worth of awnings could have given.*

**White.** Immense white flowers of wonderful fragrance. The true magnolia-scent.

**Blue, Impomea Leari.** Flowers smaller, but of fine, satiny blue, with crimson bars.

Either variety, 15 cts. each, 4 for 50 cts. One plant of each variety, 25 cts., postpaid.

Plant Moon Flowers and Clematis *Paniculata* together—the Moon Flowers for immediate shade; the Clematis for permanent shade, as it is hardy and, once planted, it grows larger each year.



**White Moon Flower.**

# THE ROSES OF NEW CASTLE

The Greatest of all  
Flowering Vines

## CLEMATIS PANICULATA



CLEMATIS PANICULATA, The Wonderful Vine

**VIRGINIA CREEPER.** One of the best known of all vines, with broad, five-parted foliage which turns to red in the fall. Strong plants, first size, 15 cts each, 4 for 50 cts., postpaid. Large, three-year-old plants, 40 cts. each.

**WISTARIA.** Glorious long, pendent clusters of purple and white flowers. Vine grows with great rapidity, and is one of the handsomest grown. We can supply either color—purple or white. Strong plants 15 cts. each, 4 for 50 cts. postpaid. Large three-year-old plants, 50 cts. each.

**BOSTON IVY.** One of the finest vines for covering brick or stone walls, forming a perfect mat of dark green, lustrous foliage which turns to beautiful shades of crimson and scarlet in the fall, when it bears clusters of black berries or seed. Strong plants, which will grow with wonderful rapidity, 15 cts. each, 4 for 50 cts., postpaid; large, three-year-old plants, 50 cts. each.

**Summer-Blooming Hyacinth.** Bears enormous spikes 3 to 4 feet tall of large, bell-shaped, white flowers. Hardy; once planted, it is permanent. 5 cts. each, 6 for 25 cts. postpaid.

**Tigridia.** Plant grows two feet high and bears a profusion of brilliant flowers of all colors. Mixed varieties, 5 cts. each, 6 for 25 cts., postpaid.

**Summer-Flowering Oxalis.** Low-growing plants with clover-like foliage and masses of dainty five-petaled flowers of all colors. Fine for borders, hanging baskets and porch boxes. 10 cts. per dozen, 50 for 25 cts., 40 cts. per hundred, postpaid.

You have often noticed the exquisitely beautiful flowering vine, which, in late August and September makes such a glorious display of its great masses of small, white, fragrant flowers, giving the vine the appearance of being literally covered with a sheet of bloom. This is the Clematis paniculata, the most wonderful of all hardy flowering vines. It is absolutely hardy everywhere, grows with astonishing rapidity and in a short time will adorn your porch in a way that will delight you. We have a magnificent stock of this famous vine, in field-grown plants, now in pots for immediate delivery. No other vine grown will give you such abiding satisfaction as this, as it blooms freely the first season and increases rapidly in size each year. Strong, vigorous, one-year-old field-grown plants, now in pots, 15c. each, 4 for 50c.; larger size, 20c. each, 3 for 50c., postpaid; extra-large, two-year-old field-grown plants, now in pots, 35c. each, 3 for \$1, by express.

### THE ENGLISH CLEMATIS

A fast-growing hardy vine with small, refined foliage, and bearing a wondrous profusion of gorgeous, large, five-petaled flowers in various colors, as below:

**Jackmani.** Deep royal purple flowers.

**Anderson Henry.** Large, creamy white.

**Madame Edouard Andre.** Carmine-red.

Large, strong, two-year-old imported plants, on own roots, 40 cts. each, 3 for \$1, postpaid.

**COBAEA SCANDENS.** A wonderfully quick-growing vine, with handsome foliage and bearing quaint tubular flowers of odd colors. Strong plants, 15 cts. each, 4 for 50 cts., postpaid.

**HONEYSUCKLE.** The old favorite, beloved by all. We have it in three of the very best kinds, any of which will create a most beautiful effect on the porch.

**Hall's Japan.** Evergreen foliage; very rapid in growth; flowers white and yellow; constantly in bloom.

**Chinese Evergreen.** Very rapid grower, with a profusion of white and buff flowers. Evergreen.

**Golden Leaf.** Beautifully marked yellow and green foliage; yellow flowers; very fragrant.

Price of all varieties, strong plants, 15 cts. each, 4 for 50 cts., postpaid.

**Chinese Sacred Lily.** A most charming house plant growing from bulbs placed in a bowl of water and supported with pebbles. Produces a profusion of deliciously scented flowers on long stems. The flowers will bloom in about six weeks after placing the bulbs in water. Large bulbs, 15 cts. each, 4 for 50 cts.; extra-large bulbs, 25cts. each, 5 for \$1, postpaid.

**Umbrella Plant.** A decorative house plant resembling a small palm. Will grow either in soil or water and thrives under all conditions. Large plants, 15 cts. each, 4 for 50 cts.; extra-size plants, 25 cts. each, postpaid.

# Heller's Splendid Assortment of Flower Seeds

Price of all flower seeds, unless otherwise noted, 5 cts. per packet, 6 packets for 25 cts., 25 packets for \$1, in one or assorted kinds.

## Free-Blooming Asters

Truffaut's Paeony-Flowered Perfection Mixed. Double, large flowers. Thirty colors. Pkt. 10c.,  $\frac{1}{4}$  oz. 50c.

Sempel's Branching. Strong grower. Handsome double flowers. All colors. Pkt. 10c.

Mixed Asters for General Planting. Choice varieties of all colors. Pkt. 5c.,  $\frac{1}{4}$  oz. 25c., oz. 75c.

## Distinctive Sweet Peas

Mixed Sweet Peas. The very finest and most distinctive varieties now in cultivation. Large pkts. 5 cts., oz. 10 cts.,  $\frac{1}{4}$  lb. 15 cts., lb. 40 cts. postpaid.

Eckford's Mixed Sweet Peas. Splendid assortment. Pkt. 5 cts., oz. 10 cts.,  $\frac{1}{4}$  lb. 15 cts., lb. 45 cts.

## Gorgeous Pansies

Improved Giant Trimardeau. Rich dark shades. Extra large flowers, distinctly marked. Pkt. 10c. New Orchid-Flowered. Ground color light, with large brown and yellow blotches. Pkt. 10c.

Improved German Mixed. Includes all of the separate colors of this strain. Pkt. 10c.,  $\frac{1}{8}$  oz. 65c.

## Brilliant Nasturtiums

Dwarf Lilliput. Plants, flowers and foliage are smaller than Tom Thumb. Oz. 15 cts.;  $\frac{1}{4}$  lb. 40 cts. King of Tom Thumbs. Scarlet flowers. Oz. 10c.

Tom Thumb Varieties, mixed. Oz. 10 cts.;  $\frac{1}{4}$  lb. 25 cts. Lobbianum Finest Mixed. A mixture of the finest and most distinct varieties. Oz. 10c.;  $\frac{1}{4}$  lb. 30c.

Majus, Finest Mixed Tall Nasturtiums. A good assortment of the best colors. Oz. 10c.;  $\frac{1}{4}$  lb. 25c., lb. 75c.

BALSAM, Camellia-Flowered. Produces a wonderful profusion of Camellia-like flowers. A variety of colors. Pkt. 10 cts.

CARNATION, New Dwarf Double Marguerite. Equaling the finest Carnations. Pkt. 10 cts.  $\frac{1}{4}$  oz. 40 cts.

CANDYTUFT. Large clusters of vari-colored flowers. Perfectly hardy. Pkt. 10 cts.; 3 for 25 cts.

COLEUS, "Success." Every variation, color and marking. Pkt. 15 cts., 2 pkts. 25 cts.

CHRYSANTHEMUM, Japanese. Large, vigorous plants, can be raised from seed. Pkt. 15 cts., 2 pkts. 25 cts.

MORNING GLORY, Major Mixed. Ten to 15 feet. Pkt. 5 cts., oz. 10 cts.

Japanese. Deep red to purple and white; large. Pkt. 10 cts.

COSMOS, New Mammoth. (Giants of California.) In separate colors, white, pink and finest mixed. Per pkt. 10 cts.

DIANTHUS, Mixed Seed for Bedding. Careful mixture.  $\frac{1}{2}$  oz. 40 cts., oz. 75 cts.

DAHLIAS, Choicest Mixed Pompon. Beautiful flowers.

Double Large-Flowered. Choice mixed.

Superb Single Mixed. 10 cts.

HELIOTROPE, Choice Mixed. A mixture of many varieties. Pkt. 10 cts.

HOLLYHOCK, Double Allegheny. Finely striped. Pkt. 10 cts.

MIGNONETTE. The old-fashioned kind. Oz. 10cts. PETUNIA, Giants of California. Flowers 5 inches in diameter, of every conceivable shade. Pkt. 15 cts.; 2 pkts. 25 cts.

NEW DWARF PHLOX, Large Flowering Cecily. Plants 6 to 8 in. high. All colors with white eye. Pkt. 10c.

POPPY, New Cardinal. Cardinal-scarlet flowers. Pkt. 10 cts.

Shirley Mixed. All colors. Oz. 50 cts.

SALVIA, Fireball. Forms a bushy plant covered with fiery red spikes. 18 inch. in height. Pkt. 10c.

SWEET ALYSSUM, Little Gem. Very dwarf and spreading; soon becomes one mass of white. Pkt. 5 cts.,  $\frac{1}{4}$  oz. 20 cts., oz. 35 cts.

GOURDS, Mixed Varieties. All sorts. Oz. 35 cts.

PORTULACA, Grandiflora, Rose-flowered, Mixed. Double flowers. Pkt. 10 cts.,  $\frac{1}{4}$  oz. 65 cts.

SUNFLOWERS, Mammoth Russian. Largest of all.

CYPRESS VINE, Scarlet and White Mixed. Oz. 25 cts.

COBAEA Scandens. Bell-shaped, violet flowers.

## The Best Vegetable Seeds—New and Standard Kinds

**5 cts. per pkt.** for all Vegetable Seeds, except where noted; any 6 pkts. for 25 cts., 12 pkts. for 50 cts. 25 pkts. for \$1, postpaid.

BEANS, Burpee's Improved Bush Lima. Pkt. 10 cts., pt. 25c., qt. 45c.

Burpee's Giant-Podded, New Pole Lima. Largest in existence. Flavor superb. Pkt. 10c.,  $\frac{1}{2}$  pt. 40c.

Rust-Proof Golden Wax.. Very early. Pkt. 10c., pt. 30c.

New Stringless Green Pod. The earliest. Pkt. 10c., pt. 30c.

BEET, Crimson Globe. Good table variety, Sweet and tender.

Edmand's Early Turnip. Handsome, very tender. Burpee's Extra Early Turnip. Sweet, tender flesh. Price on all Beets, oz. 10 cts.,  $\frac{1}{4}$  lb. 25c.

CABBAGE, Copenhagen Market. Extra large and solid. Pkt. 10c.,  $\frac{1}{4}$  lb.  $\frac{1}{2}$  oz. 35c.

Danish Ballhead. Solid and fine keeper. Pkt. 10c.,  $\frac{1}{4}$  oz. 35c.

Early Jersey Wakefield. A superb early variety. Oz. 35 cts.,  $\frac{1}{4}$  lb. \$1. lb. \$3.50.

Premium Flat Dutch. Oz. 20 cts.,  $\frac{1}{4}$  lb. 50 cts. Late Stonehead. An excellent winter keeper. Pkt. 10 cts.,  $\frac{1}{2}$  oz. 15 cts., oz. 25 cts.,  $\frac{1}{4}$  lb. 75 cts.

CARROT, Oxheart or Guerande. Oz. 10 cts.  $\frac{1}{4}$  lb. 30 cts.

EGG-PLANT, Black Beauty. Very early; extra fine. Pkt. 10 cts.,  $\frac{1}{4}$  oz. 40 cts.

If there is any special kind of seed you want and it is not in our list, send us your order for it; we can fill it. We list only the leading varieties—the very best for the home yard and garden. If you have special favorite not listed here, simply advise us—it will be a pleasure to serve you.

CELERY, Golden Self-blanching. Perfectly solid crisp and of delicious flavor. Pkt. 10 cts.,  $\frac{1}{2}$  oz. 20 cts.

SUGAR CORN, First of All. Tender and sweet. Pkt. 10 cts., pt. 25 cts., qt. 45 cts.

Golden Bantam. New, early and very hardy. Pkt. 15 cts.,  $\frac{1}{2}$  pt. 20 cts., pt. 30 cts.

Stowell's Evergreen. The best late. Pkt. 10 cts., pt. 25 cts., qt. 45 cts.

Country Gentleman or Improved Shoe Peg. Pkt. 10 cts., pt. 30 cts., qt. 55 cts.

CUCUMBER, Fordhook White Spine. Pkt. 5 cts., oz. 15 cts.,  $\frac{1}{4}$  lb. 40 cts.

LETTUCE, Wayahead. Early and solid. Pkt. 10 cts., oz. 30 cts.

Grand Rapids. Does not head, but makes large compact bunches. Oz. 20 cts.,  $\frac{1}{4}$  lb. 60 cts.

MUSKMELOON, Hackensack. Oz. 15 cts.,  $\frac{1}{4}$  lb. 40 cts., lb. \$1.20.

Rocky Ford. Oz. 10 cts.,  $\frac{1}{4}$  lb. 90 cts., lb. \$1.00.

WATERMELON, Fordhook Early. Oz. 15 cts.,  $\frac{1}{4}$  lb. 40 cts.

Kleckley Sweets. The Sweetest. Oz. 15 cts.,  $\frac{1}{4}$  lb. 35 cts.

ONION, Great Prize-Taker. Immense; fine flavor. Pkt. 10 cts., oz. 20 cts.,  $\frac{1}{4}$  lb. 75 cts., lb. \$2.50.

Australian Brown. Oz. 20 cts.,  $\frac{1}{4}$  lb. 60 cts.

# THE ROSES OF NEW CASTLE

## THE GLORIOUS COCHET ROSES

See these magnificent Roses in full color on the fourth cover page, and full description of each variety on page 42.

**SPECIAL OFFER:** One each of these wonderful Cochet Roses, five in all, in strong, one-year-old plants, sure to bloom this year, 65 cts., postpaid. The entire collection, five handsome plants, in extra-large, special-size plants, 90 cts., postpaid; strong, two-year-old specimen plants, five in all, \$1.65, by express. Extra "Star-size" plants, 65 cts. each, by express.

See page 42 for prices of individual plants.

## The Wonderful Everblooming Crimson Rambler

The Flower of Fairfield—In Continuous Bloom

(See photographic illustration in colors opposite)

The advance in Rose-growing in the home yard moves in great epochs. The introduction of this magnificent, hardy, everblooming Crimson Climbing Rose is one of them. The introduction of the world-famous American Beauty was another. The advent of the William Francis Bennett, now discarded, but the forerunner of the great Hybrid Tea class of Roses was another. This great new Rambler Rose is the sensation of the twentieth century. It does what no other Rambler Rose does—**blooms all the time!** It is a reincarnation of the old Crimson Rambler—the Rose you see blooming everywhere in June and July—**except that it blooms the whole summer long, producing its gorgeous crimson flowers in massive clusters with amazing profusion.** To produce it has been the dream of years. Here it is an assured fact—a veritable revolution in the Rose world. It is a strong, powerful grower, the youngest plants blooming profusely the first year. Absolutely hardy everywhere and retains the bright, fresh green of its foliage all summer. Our stock is direct from the introducer in Germany, and is guaranteed true in every respect. To secure this magnificent Climbing Rose, it will be necessary to order at once, as the true stock is very scarce, and no more can be had at any price. **First-size, one-year-old pot-plants, 20c. each, 6 for \$1; special-size, 30c. each, 4 for \$1, postpaid; two-year-old plants, extra-large, 45c. each; special "star-size" plants, 65c. each, by express.**

## New Castle Lawn Grass Seed

No matter how large or small your place may be, you need Lawn Grass Seed, whether to create a new lawn or to improve the lawn or grass plot you already have. Nothing grows easier, and no better mixture is there on the market than our famous New Castle Lawn Grass Seed. If you wish to produce a new lawn work the earth as fine as if intended for a flower bed; sow the seed thickly and rake over it lightly, then roll smooth and level. If you wish to renew or patch up an old lawn, scratch up the bare places with a sharp rake, sow the seed thickly and roll or stamp down with a board. Nature will do the rest. No matter how fine your grass may be fresh seed sown amongst it each spring will improve it and produce a thick, heavy, velvety sward. Price, by mail, postpaid, 45c. per pound; by express, charges collect, 35c. per pound.

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# A Few Miscellaneous Plants Which Will Prove Valuable Additions to the Garden or Home

**CARNATIONS.** We have a splendid lot of these magnificent flowering plants in the leading varieties, which will bloom all summer and make most satisfactory house-plants next winter. 10 cts. ea., 6 for 50 cts., 15 for \$1, postpaid.

**VIOLETS.** Strong, hardy plants for the garden. **Marie Lynch**, pink; **Lady Hume Campbell**, double, blue; **Princess of Wales**, single, blue; **Swanley White**, double. 10 cts. ea., any 3 for 25 cts., 7 for 50 cts.; large clumps 20 cts. ea., 6 for \$1 postpaid.

**CANNAS.** Magnificent foliage and flowering plants. All the best varieties, with green or bronze foliage, and flowers of every hue. Fine for bold effects. 15 cts. ea., 4 for 50 cts.; \$1.35 per doz. postpaid, in one or assorted varieties.

**HARDY CHRYSANTHEMUMS.** Once planted are permanent additions to the garden. Assorted colors, 10 for \$1, postpaid.

**HARDY PHLOX.** The most satisfactory of all summer-blooming, hardy plants. Gorgeous colors, large, field-grown plants, 20 cts. ea., 3 for 50 cts.; strong pot-plants, well-rooted, two-year-old, 20 varieties, one of each for \$2.50, all correctly labeled and sent postpaid.

**MOONFLOWER.** In two colors, white and blue. A strong growing vine like the Morning Glory, but blooming in the evening. Splendid for porch decoration, covering a large space in a very short time. Either color, 15 cts. ea., the two colors for 25 cts., postpaid.

**HOUSE FERNS.** Boston, Lace, Tarrytown, Pierson and Sword. Strong plants 15 cts. ea., any 4 for 50 cts. Large well-rooted, two-year-old plants, 25 cts. ea.

**BOSTON IVY.** For covering brick or stone walls. Strong, vigorous, field-grown plants, 35 cts. ea., 3 for \$1.00.

## The Ideal Rose Planting Time is NOW

This list of Magnificent, Hardy Everblooming Roses will reach you at the ideal time for planting. More Roses are lost by planting too early than too late. The ground is in proper condition, the weather is just right, and our big, lusty, vigorous plants will take hold in their new surroundings and thrive in a way marvelous to behold. Remember, our Roses are all growing in pots on their own roots, and when transplanted to your garden they keep right on without being checked. Within a very short time you can have Roses blooming in your garden such as you no doubt have often wanted but never had before. But make out your order at once—time is slipping by—and receive for your money the best, the most vigorous, the handsomest Roses ever grown. The demand is so great that we must fill orders in strict rotation, and if you want to be sure of getting the pick of our stock, order now, without delay.

## A Few Simple Directions for Growing The Roses of New Castle—Anyone can Grow Them to Perfection with Ease

Three essentials of successful Rose culture are a well-prepared soil, a fairly sunny location and frequent cultivation. The strong, own-root, pot-grown Roses of New Castle will grow and bloom with astonishing success if the following simple instructions are observed:

**SOIL.** Any good, fairly fertile garden soil is the proper kind in which to grow our Roses. Shade the soil deeply and mix it with well-rotted cow manure in the proportion of one-fourth manure to three-fourths of soil. If upon arrival of the Roses, the weather is not suitable for immediate planting, unpack them and cover the roots with soil in a protected situation or in a cool cellar. In good planting weather set the bushes ten to eighteen inches apart and pack well the soil around them. Shade them with paper for a few days. Water thoroughly after planting and as often as dry weather makes it necessary. Never let the ground dry out or bake, but water and cultivate freely. Mulching the surface of the soil around the plants with manure will help retain the moisture, besides strengthening the growth.

**CUT YOUR ROSES FREELY.** This is the only way to insure long and continuous blooming. Pick the flowers with long stems. Where there is no occasion to cut all the flowers, remove all faded ones regularly.

**PROTECT YOUR ROSES** during winter. By about middle of November all shoots and tender climbers should be carefully bent down and buried in manure. Deposit some at the base of each plant and hill up gradually in conical shape. Increase the covering until frost appears, when final protection should be given in form of straw or other litter. Do not cover too soon nor with wet or soggy material. In the spring, but not before April 1st, the covering may be removed gradually.

# HELLER & BROTHERS COMPANY

AMERICAN BEAUTY  
SPECIALISTS

NEW CASTLE  
INDIANA



RICHMOND  
THE MOST BEAUTIFUL  
AND GORGEOUS  
CRIMSON ROSE  
GROWN

